

SPARSHA SUNDAR VELU

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OBJECTIVE SUMMARY

Aspiring professional with strong skills in communication and team collaboration. Experienced in coordinating large-scale events, managing cross-functional teams, and implementing engagement strategies.

EXPERIENCE

HR & Recruitment Intern – HummingBrains Technologies

April 2025 - May 2025

- Sourced and screened candidate profiles on Naukri and Foundit for Deloitte, Atos, Incedo etc
- Conducted resume evaluations and pre-screening calls to assess qualifications and cultural fit.
- Gained exposure to the "Interview as a Service" platform and modern HR practices

Finance Intern – Balambikai Industries

May 2024 - June 2024

- Helped prepare financial reports and assisted with budgeting
- Conducted research to support cost optimization and compliance

Founder & Event Curator – Fandom Nights

Aug 2023 - Present

- Directed over 40 fandom/music events with 30,000+ attendees, overseeing logistics, vendor management, and live operations.
- Developed and implemented data-driven engagement strategies that improved participation and streamlined event operations.
- Collaborated with Universal Music India, Warner Music, and brands like Bira91 and Buffalo Wild Wings for marketing activations.
- Managed end-to-end operations including budgeting, logistics, vendor coordination, and workflow optimization to improve efficiency and client satisfaction.
- Achieved 1M+ reach across social media platforms through targeted campaigns and content marketing.

SKILLS

- Event Operations Management
 - MS Excel, Powerpoint
 - Conflict Resolution & Negotiation
- Social Media Campaign Strategy (1M+ organic reach)
 - Brand Collaborations & Community Building
 - Design Tools (Canva, Adobe)

EDUCATION

Bachelor of Commerce (Industry Integrated) - Mount Carmel College, Bangalore

2023 - 2026

- Active contributor to college's design and videography teams.
- Core member of the Public Speaking Association

CMR National PU College

2021 - 2023

- CEBA Department Topper
- Percentage: 92%

St Francis Xaviers Girls High School

2011 - 2021

- Percentage: 90%

ADDITIONAL INFORMATION

- **Languages:**
 - English
 - Kannada
 - Hindi
 - Tamil
 - German (A2 Level)
- **Certifications:**
 - Digital Marketing – Google
 - Basics in UI/UX Design – Great Learning
 - Introduction to Animation – Mount Carmel College, CEE
 - Certificate of Publication – Spectrum of Thoughts Publication