

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