

# UPAMA BOSE

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## **PROFILE SUMMARY**

- A dynamic and multi-talented professional with HR knowledge having an MBA degree in HR and Marketing specialization.
- Experience in HR aspects including the whole recruitment process, having knowledge in multiple talent acquisition software and tools.
- Knowledge in implementing new HR policies for the business development.
- Excellent in utilizing all resources.
- Having good connections in LinkedIn.

## **CAREER EXPERIENCE**

Brainware University (November 2023 – September 2024)

Designation: - HR Associate

- Acquisition of Non-academics and Academics profiles including- Professors, Associate Professors, Assistant Professors, Lecturers, Teaching Assistants, Lab Assistants for all departments (Academics).
- Search for and hire Academic Counselor, Back Office Executives, Marketing Executives, HR associates, Accounts Executives, TPOs, Admission Counselor, IT Developers, Data Analysts.
- Making Job Descriptions, advertisements in company website, update the carrier page.
- Taking care of entire recruitment cycle like scheduling interviews, coordinating interviews, documentations, CTC finalization.
- Sourcing of Resumes and scheduling interviews and hosting the internal rounds and as well as external rounds.

Thatware LLP (March 2023- April 2023)

Designation- Content Writer

- Write, rewrite, edit and enhance Web contents, SEO contents for clarity and correctness as per the given guidelines.
- Review summaries to ensure 100% content quality and usability for model training.
- Collaborate with client product team and other stakeholders.
- Work with senior writers under their guidance and mentorship undergoing continuous learning and improvement.

AOTWO Web and Technology PVT ltd (April 2022 – December 2022)

Designation: - Content Writer

- Create SEO-driven content: Develop long-form blog articles, landing pages, etc.

- Website copies that rank well on search engines while providing value to the reader.
- Conduct Keyword Research: Identify relevant and competitive keywords to target for blog posts and copywriting projects, using SEO tools etc.
- Collaborate with Marketing & SEO Teams.
- Write Copy for Multiple Platforms, monitor performance, and improve rankings, click-through rates, and engagement.

## **PROFESSIONAL TRAINING**

1. COMPANY: I4best Kolkata    DEGREE: HR Professional

### **DESCRIPTION:**

Professionally Trained on-

- a. Making JDs, Job Portals Handling, Recruitment, Selection, Salary Negotiations, offer and appointment letter release, Signing NDAs and Agreements.
- b. Conduct induction, on boarding, documentation.
- c. Creating profiles in HRMS portals and maintaining HR Records.
- d. Designing CTC Structure with Variables and Statutory Components.
- e. Also Grievance Handling.
- f. Organizing Exit Formalities.

DURATION: 6 MONTHS

## **TECHNICAL SKILLS**

- Microsoft Tools (Word, Power Point, Excel)
- Naukri
- Indeed
- Times Job
- LinkedIn
- Zappy Hire
- Google Docs

## **SOFT SKILLS**

- Quick learner
- Can handle Group Dynamics
- Dynamic Interpersonal Skill
- Proper Organizing Ability
- Ability to handle pressure
- Have good communication both in written and verbal.

## **EDUCATIONAL QUALIFICATIONS**

- MBA in HR and Marketing with 69.16% in 2021 from MAKAUT.
- M.A in English Literature with 71% in 2022 from N.S.O.U.
- B.A in English Literature with 42% in 2019 from Calcutta University.
- Higher Secondary in Arts with 66% in 2015 from W.B.C.H.S.E.

- Secondary with 65% in 2013 from W.B.B.S.E.

### **ACHIEVEMENTS**

- Diploma in Information Technology Application from New Barrackpore Youth Computer Centre.
- Won medals in State Swimming competition

### **INTEREST AREAS**

- Travelling
- Cooking
- Watching movies
- Gardening
- Music and Dance

### **PERSONAL DETAILS**

Date of Birth: 25<sup>th</sup> April, 1997.

Languages known: English, Hindi and Bengali.

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