

# Krithiga Balasubramanian

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Recent MBA graduate in HR & Marketing, equipped with knowledge of recruitment, operations, learning & development, employee engagement and marketing strategies. Currently looking up for roles in HR to kickstart my career.

## SKILLS

**Skills:** Employee Engagement, Operations, Learning & Development, Recruitment, Onboarding, Client Management, Event Management, Social Media Marketing, Marketing Strategy

**Tools:** ATS, LinkedIn, Naukri, Hireact, Indeed, Canva, PPT

**Languages:** English (Proficient), Tamil (Native)

## Experience

### IAI Solution Pvt Limited – HR Intern, Bangalore (Remote), Aug 2024 – Present

- Successfully onboarded 2 candidates within a month without utilizing office resources, showcasing process efficiency and cost savings.
- Conducted 5 interviews within a month, demonstrating strong interviewing skills and ability to manage multiple candidates.
- Promoted employee engagement by organizing orientation programs and festive events, fostering a positive work environment and improving employee satisfaction.
- Effectively listed job openings on various recruitment channels, ensuring wide reach and attracting diverse talent.

### Muthoot Finance and Housing Loans – HR Intern, Remote, Aug 2023 - April 2024

- Achieved a completion rate of 7.14% for employee skill development courses, with 2000 employees finishing the program within a month, demonstrating strong learning engagement and program effectiveness.
- Successfully onboarded 5 candidates for the role of Relationship Manager, demonstrating effective recruitment and hiring skills. Proficiently utilized ATS.

### Boston Business Solutions – HR Intern, Chennai, July 2023 – Aug 2023

- Successfully onboarded 7 candidates across IT and Non-IT recruitments for renowned companies like Omega Healthcare and Caratlane, demonstrating effective recruitment and hiring skills.
- Built strong relationships with esteemed clients, ensuring successful talent acquisition and client satisfaction.

### RAS Media & Production – HR Recruiter & SMM Intern, Remote, May 2023 – June 2023

- Successfully onboarded 8 candidates for various Non-IT Roles, demonstrating effective recruitment and hiring skills in a specific domain.
- Utilized Instagram to promote RAS Media and Production, achieving a significant increase of 1.5k followers organically, showcasing expertise in social media marketing and brand promotion.
- Developed and executed a successful content strategy to engage and attract followers, highlighting creativity and marketing skills.

### Schlumberger – Interview Coordinator, Coimbatore, Jan 2023

- Scheduled 250 interviews and ensured seamless hiring process & assisted in data management and reporting.

**KCTBS & Janatics Pvt. Limited – Event Coordinator, Coimbatore.**

- Coordinated an event on Management Development Programme for 35 employees of Janatics India Pvt Limited

**The Grafician, Social Media Marketing & Content Writing, Remote.**

- Developed content ideas, wrote captions, and posted content to drive audience engagement and grow followers. Worked as a content writer.

**Education:**

- **MBA in HR & Marketing**, Kumaraguru Business School, Coimbatore – 2022-2024.

**Certification:**

- Diploma in Computer Applications
- Global Immersion Programme – RIT University, Dubai.
- Certified POSH Trainer

**Projects:**

Research Project: A Study on Promoting Mental Wellness of Employees in Export Factories

SIP Project: Menstrual Health & Wellness of Tribal Women