

# Vartika Gupta

## CONTACT



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@craftwithvartikaa

## SUMMARY

I am a proactive and result-oriented individual with experience in HR, social media management and content creation. My strong communication skills, ability to collaborate and passion for digital marketing have allowed me to excel in various roles. I am always eager to embrace new opportunities and contribute creativity to a dynamic team.

## SKILLS

Time Management

Team Collaboration

Communication

Proactivity

Adaptability

Onboarding

Recruitment

## EDUCATION

**Renaissance University, Indore**

Bachelor of Commerce

## WORK EXPERIENCE

**Human Resource Intern**

Sep'23 - Nov'24

- Effectively collaborated with various teams and enhanced communication skills to ensure seamless coordination throughout the recruitment process.
- Developed the ability to present confidently in professional settings, and significantly improved communication skills, fostering strong relationship with both candidates and colleagues.
- Sourced and screened candidates for various roles, conducted interviews and participated in the end-to-end recruitment process, contributing to successful hiring decisions.

## Social Media Manager

- Connected with potential leads through targeted social media campaigns, engaging them in conversations to understand their needs and convert them into clients.
- Communicated effectively with leads to encourage them to visit the studio, providing personalised service information to drive engagement and conversions.