



# Shaik Shama Sulthana

BBA Graduate

✉ sulthanashaik50@gmail.com

📞 +91-8919405662  
📍 Andhra Pradesh, India

## Objective

A BBA graduate with a specialization in Human Resources and Marketing, seeking to leverage strong analytical, communication, and organizational skills in a dynamic HR or marketing role. Passionate about enhancing employee engagement, driving effective recruitment strategies, and executing innovative marketing campaigns. Eager to contribute to a forward-thinking organization by applying knowledge in HR policies, digital marketing, and brand management to achieve business objectives and foster growth.

## Education

- **Bhashyam High School (2017-2018)**: SSC - 9.8/10.0
- **Sri Chaitanya Junior College (2018-2020)**: Intermediate (MPC) - 7.75/10.0
- **AIMS Institutes (2021-2024)**: BBA - 7.76/10.0

## Experience

### Sagar Cement Limited (March 2023 - April 2023)

- Implemented employee engagement programs, boosting morale and improving team collaboration.
- Conducted research to align employee engagement with performance metrics, refining HR strategies.
- Designed and analyzed satisfaction surveys, proposing actionable steps to enhance workplace culture.
- Coordinated workshops on communication and teamwork, aligning them with organizational goals.

### EXCON (December 2023)

- Interacted with over 50 exhibitors and visitors, collecting feedback to tailor marketing strategies effectively.
- Conducted competitive market research using data analytics tools, identifying trends and opportunities for business growth.
- Assisted in executing targeted marketing campaigns, boosting attendee engagement.

## Skills

- ✓ Team Building
- ✓ Payroll Management
- ✓ HRIS (Human Resource Information System)
- ✓ Employee Engagement Strategies
- ✓ Cross-Functional Communication

## Projects

### R.I.D.E (Rotaract International Delegation Exchange)

- Organized a cultural exchange program hosting international delegates, enhancing global partnerships.
- Coordinated visits to historical sites in Bangalore, showcasing local heritage and fostering meaningful connections.
- Managed event logistics, ensuring smooth execution and positive feedback from participants.

### Dynamite Life

- Co-led a session for Rotaractors in collaboration with Rotaract clubs, focusing on effective time management and leadership skills.
- Designed interactive content and activities, achieving a 95% participation rate.
- Collaborated with cross-functional teams to ensure the seamless delivery of the event.

## Achievements and Awards

- Awarded "BEST PROMOTER" by Rotaract Club of AIMS for outstanding contributions to event promotions.
- Recognized for exemplary leadership as Deputy Sergeant-At-Arms in Rotaract Club of AIMS (2023-2024).
- Earned accolades for innovative project coordination and cross-club collaborations.

## Extracurricular Activities

- Deputy Sergeant-At-Arms, Rotaract Club of AIMS (2023-2024)
- PR Head, Management Club of BBA at AIMS Institutes (2023)
- Co-Director of International Service, Rotaract Club of AIMS (2022-2023)
- Active participant in university-hosted HR and Marketing seminars.

## Interests

- Dance
- Editing Photos and Videos
- Traveling
- Sketching