

Kavyanjali Pandey

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EDUCATION

CSJMU University

Kanpur, Uttar Pradesh

Bachelor of Business Administration

Expected Graduation, July 2025

PROFILE SUMMARY

Dynamic professional with expertise in HR management, marketing, content creation, and social media strategy. Skilled in recruitment, employee engagement, policy implementation, and campaign execution. Strong communicator with a proven track record of enhancing efficiency and brand visibility. Adaptable, analytical, and committed to continuous learning and innovation.

EXPERIENCE {Internships}

Human Resource Executive | Aprameya | Jun 2024 – Jan 2025

- Developed and implemented HR policies to enhance efficiency and compliance. Managed recruitment, reducing hiring time by 20%, and facilitated training to boost productivity.

Social Media Marketing Team Leader | Aprameya | July 2024- Sep 2024

- Led a team of social media marketers to develop and execute strategies. Managed content creation, scheduling, and collaboration for brand-aligned engagement.

Content Writer | Basic Brush | July 2024- Aug 2024

- Researched and wrote high-quality content on EVs and technology advancements. Created engaging content to educate readers on industry trends. Edited and proofread for accuracy, clarity, and consistency.

Content Writer | Beyondriffs | May 2024- Sep 2024

- Curated engaging blogs, LinkedIn articles, website content, and taglines to enhance brand voice. Delivered creative, SEO-friendly content aligned with brand identity and audience needs. Collaborated with the marketing team to maintain consistent messaging across platforms.

SKILLS

Talent Acquisition & Recruitment, Employee Onboarding & Orientation, Performance Management, technical Writing & Documentation, Blog & Article Writing, Editing & Proofreading, SEO optimization

I declare that the information provided above is true.

Kavyanjali Pandey