NAVANEETHAKRISHNAN S

Specialization
HR and Business analytics

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BUSINESS MANAGEMENT & ANALYSIS

Results-driven MBA professional with expertise in Human Resources, Business Analytics, Strategic Marketing, and Corporate Finance. Adept at problem-solving, risk management, and implementing business strategies to enhance operational efficiency. Proven ability in event management, content marketing, and social media engagement. Passionate about optimizing business performance through data-driven decision-making and innovative solutions.

SOFT SKILLS

- Microsoft Word, Excel, PowerPoint
- Business Model Canvas (BMC) Development
- Data Analysis & Visualization
- Digital Marketing & Social Media Strategies
- Financial Modeling & Budgeting

HARD SKILLS

- Strategic Planning & Execution
- Event Management & Public Relations
- Employee Engagement & Relationship Management

EDUCATION

Master of Business Administration (MBA) - HR & Analytics
SNS College of Technology, 2023-2025
Focus on data-driven HR decision-making, employee engagement strategies, and market-driven analytics.
CGPA: 7.57

Bachelor of Engineering (B.E) - Mechanical Engineering
Sri Ramakrishna Engineering College, 2017-2021
CGPA: 7.19
Gained technical expertise and problem-solving skills in manufacturing, supply chain, and operational efficiency.

Higher Secondary Certificate (HSC) - Computer Science
AVB Matriculation Higher Secondary School, 2016-2017
Percentage: 68.25
Strong foundation in computational thinking, programming logic, and analytical reasoning.

CERTIFICATIONS

- **Strategic Marketing (Cursa):** Market research, consumer behavior, and brand positioning.
- **Corporate Finance in MBA (Cursa):** Financial modeling, investment strategies, and risk assessment.
- **Human Resources Management (Cursa):** Talent acquisition, employee relations, and organizational development.
- **Project Management (Cursa):** Planning, execution, and risk assessment in project management.
- **Statistics (PrepInsta):** Data interpretation, probability, and statistical analysis.

LANGUAGES

- English
- Tamil

WORK EXPERIENCE

Intern - Ferro Zone Alloys
- Assisted in optimizing business operations and enhancing productivity.
- Conducted research on supply chain and procurement strategies to improve efficiency.

Market Researcher - LuLu Mall Market Survey
- Conducted consumer behavior analysis and competitor research to provide strategic insights.
- Evaluated customer engagement strategies and recommended data-driven improvements.

Industrial Visit - Aavin Cooperative
- Analyzed dairy production workflows and supply chain logistics.
- Gained exposure to large-scale cooperative management and operational strategies.

PROJECTS & INITIATIVES

- **Content Publishing:** Published over 15 articles on institutional development and business strategy on LinkedIn.
- **Design Thinking Boot Camp:** Organized a hands-on workshop for undergraduate students on innovative problem-solving.
- **Plant Sapling Programme:** Led an environmental sustainability initiative at Thulir Vaanam.
- **Event Coordination:** Successfully planned and executed multiple college networking events and seminars.
- **Business Model Analysis:** Created Business Model Canvases (BMC) for Flipkart & Amazon to analyze their operational frameworks.