

Meghna Jain

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Alaknanda, New Delhi

**Career Objective:** I aim to contribute my enthusiasm, adaptability, and dedication to effectively support HR initiatives and help shape a successful and engaged workforce. Committed to fostering a positive work culture, enhancing employee engagement, and maximizing workforce productivity.

### **Skills**

Recruitment | Market research and analysis | Communication and relationship building | Social Media Management |

### **Professional Experience**

**March 2022 - April 2023**  
**Content Writer at VK Global Publications Pvt Ltd**

Established in 1979, VK Global Publications is a pioneer Publication House dealing in Economics and Commerce books at the school and university level for over four decades.

- Creating written content for a variety of platforms, such as websites, blogs, social media, emailers, product descriptions, Google ads, Facebook ads and marketing materials
- Researching and writing engaging, informative, and SEO-friendly content
- Proofreading and editing content to ensure accuracy and clarity
- Keeping up-to-date with industry trends and news to ensure content remains relevant and engaging
- Optimize web page to increase search visibility and engagement
- Measure the performance of content and adjust strategies accordingly. Repurpose and optimize existing content to make it more effective.
- Maintaining a content calendar, to ensure that content is being created and published on a regular schedule

**July 2020 - Oct'21**  
**Talent Acquisition Executive- HR Equity**

**HR Equity is a complete HR solutions provider in manpower planning and recruitment, training and placement and professional resume writing services.**

- Assisting in the recruitment process by posting job openings, reviewing resumes, and conducting initial candidate screenings
- Prepare interview materials, including candidate profiles, interview guides, and assessment tools. Collect feedback from interviewers and consolidate evaluation results.
- Conduct initial screening to identify qualified candidates based on defined criteria and qualifications.
- Prepare and distribute assignments and numerical, language and logical reasoning tests
- Advertise job openings on the company's careers page, social media, job boards and internally
- Participate in job fairs and host in-house recruitment events
- Maintain regular communication with candidates, providing updates on the recruitment process, answering queries, and delivering a positive candidate experience throughout the entire recruitment cycle.
- Maintaining accurate and up-to-date employee records, including personal information, employment contracts, and performance evaluations
- Assisting in the management and maintenance of the HRIS, including data entry, updates, and generating reports as needed

**Education**

**M.sc Hospitality Management; 7.2 DGPA,2020**

NSHM Knowledge Campus, Kolkata

**B.Sc. Media Science; 6.96 DGPA,2017**

Institute of Leadership, Entrepreneurship and Development, MAKAUT West Bengal

**Higher Secondary Examination; 79.6%**

Ashok Hall Girls Higher Secondary School, CBSE; 2012

**Senior Secondary Examination; 81.2%**

Ashok Hall Girls Higher Secondary School, CBSE; 2010

