

Archana Srinivasan
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Education

Master of Business Administration in HRD at IBMT-
B School, Bangalore (2015-17),
. PGHRD from Mysore university (2016-17)

Certifications

Digital Marketing certification
Data analyst certification
SFDC CRM certification

Technical Profile

Microsoft Office
Microsoft Excel, Word
Microsoft PowerPoint
Google Workspace
Microsoft Outlook
Office 365
Salesforce CRM

Skills

Large-scale data processing
Focus group management
Qualitative data analysis
Reporting and presentations
Salesforce CRM
File and records management
Employee relations
Recruitment
Performance goals
Cold calling
Group leadership

Languages

English
Hindi
Kannada
Tamil

PROFESSIONAL SUMMARY

- Team-oriented individual promoting exemplary presentation, project management and risk oversight skills.
- Highly organized in managing complex projects with multiple deadlines.
- Well-versed in building positive relationships with customers and other stakeholders. Strong requirements gathering, scope development and inventory coordination. Skilled at overseeing complex, high-value projects with excellent planning.
- Good knowledge in Business Development and training process.
- Experience in working with various business sectors inside the organization.

Experience

- **HR Executive- cognitive clouds** (Jan 2021-June 2021)
Identify future job openings and the technical requirements for those jobs. Writing job descriptions and posting to relevant platforms. Screening applicants for competency with the job requirements. Arranging telephone, video, or in-person interviews. Performing background and reference checks.
Provided support to employees with various HR-related issues and liaised with heads of department to find resolutions.
- **Marketing Research Analyst- Siemens PLM** (Dec2018-April 2020)
Collecting data on consumers, competitors and market place and consolidating information into actionable items, reports and presentations. Understanding business objectives and designing surveys, to discover prospective customers' preferences via cold calling and emails. Conducted in-depth research into market trends, competitor activities for analysis and strategy development purposes. Researched and analysed wide-ranging secondary datasets, drawing out meaningful and informed insight.
- **Personal Assistant- BOSCH INDIA** (April 2016-Sep 2018)
Calendar management, travel management, coordinate all Executive Team meetings and retreats and assist with staff meetings and events as needed, and other administration tasks.

External projects:

Project # 1

Title : Organizational Study.
Client : Mysore Pharma.
Role : Business Executive.

Worked on comparison of grievance handling procedure with inter/intra sectors.

Project # 2

Title : Study on effectiveness of niche marketing in automotive Industry
Client: Surine Automotive Pvt Ltd.
Role : Trainee.

Worked on quality improvement aspects with service orientation and partially worked on product life cycle.