

MINCHU H R

H R AND DIGITAL MARKETING ASPIRANT



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SUMMARY

Aspiring HR professional pursuing PGDM with a focus on HR and Digital Marketing. Hands-on experience with corporate training strategies during an internship at Toyota Kirloskar Motors. Proficient in digital tools like Excel, SPSS, and Power BI with a keen interest in leadership and team management.

EDUCATION

Post Graduate Diploma in Management (HR/Digital Marketing)

Acharya Bangalore B-School, Bangalore | 2023 - 2025 | Currently Pursuing

Bachelor of Science

JSS College of Arts, Commerce, and Science, Mysore | 2020 - 2023 | CGPA: 7.7/10

Pre-University Course (PUC)

Coorg Institute of Pre-University, Coorg | 2020 | Percentage: 83.14%

10th Grade (CBSE)

Kendriya Vidyalaya, Madikeri | 2018 | Percentage: 69.4%

INTERNSHIP EXPERIENCE

Human Resources Intern (L&D)

Toyota Kirloskar Motors, Bangalore | July 2024 - October 2024

- Designed and implemented employee training programs, aligning with corporate training strategies.
- Conducted skills assessments to identify training needs and supported HR initiatives.
- Gained practical insights into Learning & Development within the automotive industry.

PROJECTS

- Research on Digital Marketing Trends Among Youths:** Analysed social media influence on buying behaviour and presented implementation strategies.
- Research on Sustainability in the Energy Sector:** Examined carbon emissions, presented findings at an international conference organized by ABBS Bangalore.

KEY SKILLS

- **Technical:** Basic Microsoft Excel, SPSS, Minitab, Power BI, Tableau, Canva.
- **Soft Skills:** Communication, Leadership, Team Management.
- **Languages:** English, Hindi, Kannada.

CERTIFICATIONS

- Python for non-programmers | Great Learning
- Sustainability Readiness Program | SLX
- Scrum Master Certification | PMI Global

ACHIEVEMENTS

- 1st Place in Inter-College Badminton Championship
- Participated in State-Level Badminton and Hockey
- 2nd Place in District-Level Drawing Competition
- Represented the School at the National Level in Children's Science Congress with an Innovative Science Project

EXTRA-CURRICULAR ACTIVITIES

- Drawing, Painting, Photography, and Editing
- Social Media Engagement
- Dancing