**Kamakshi keerthana kalagara**

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# Educational Qualifications

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree/Board** | **Institution** | **Year** | **Score** |
| **Bachelor of Business**  **Administration in Digital**  **Technologies** | Mahindra University, Telangana | August 2022 - May 2025 | CGPA – 6.14/10  (until the 6A  Semester) |
| 12th Grade **(ISE Board)** | The Future kids , Andhra pradesh | March 2021 - July 2022 | 79.8 % |
| 10th Grade **(ICSE Board)** | The Future kids , Andhra Pradesh | March 2019 - July 2020 | 78.4 % |

# Trainings and Certifications

* ***Macroeconomics for Business Management course*** | Online | Mahindra University | Coursera March 2023
* ***Digital Marketing Course*** | Online | Udemy April 2025

# Work Experiences / Internships

**GSS INFOTECH ,** Hyderabad | **Human Resources**  2025

Managed end-to-end recruitment processes, including sourcing, screening, and interviewing candidates to ensure alignment with organizational needs.

* Collaborated with department heads to understand workforce requirements, creating tailored hiring strategies to attract top talent.
* Ensured compliance with employment laws and company policies during the hiring process, fostering transparency and trust.
* Optimized onboarding procedures, improving new hire integration and satisfaction while maintaining high retention rates.**.**

# Academic Projects

**Black Fuel Roastery** | Group Project 5th Semester

* The objective of this project was to build a strong brand presence and increase footfall for a specialty coffee café in Jubilee Hills, Hyderabad.
* Performed a market analysis and competitor study to identify target demographics and brand positioning.
* Conducted a SWOT analysis and surveyed local café-goers to understand preferences and expectations.
* Planned customer engagement campaigns including influencer collaborations and feedback contests.
* Collected customer feedback and monitored metrics like engagement rate, reach, and conversion.
* Developed an integrated marketing strategy with a focus on Instagram and Google listings.
* Tracked campaign metrics like engagement, impressions, and conversions to assess ROI.
* ***Successfully increased online engagement and customer visits by creating a consistent digital brand identity, establishing Black Fuel Roastery as a go-to hangout for coffee lovers in Jubilee Hills.***

**Crowd Management in Temple Using IOT** | Group Project 5th Semester

* Designed an IoT-based system to manage crowd density and enhance safety in heavily visited temples.
* Installed IR sensors at multiple entry and exit points to monitor real-time foot traffic.
* Integrated Arduino microcontroller to collect sensor data and determine crowd levels.
* Used threshold-based alert mechanism to trigger automatic warnings when the crowd exceeded safe limits.
* Developed a dashboard for temple authorities to view live crowd data and trends for timely action.
* Simulated the system in controlled environments to test sensor accuracy and communication latency.
* Planned for future integration with LED signage and mobile alerts for public guidance.
* ***Successfully built and tested a smart crowd monitoring system, offering a scalable solution for religious institutions to ensure public safety and prevent overcrowding during peak hours.***

**SPA (Student Payment App)** | Group Project 3rd Semester

* This project aimed to develop a student payment app (SPA) that empowers students and simplifies transactions, providing a seamless and convenient campus payment solution.
* Conducted thorough User Research by gathering insights via surveys, interviews, and focus groups with students.
* Conducted the SWOT analysis of existing payment apps to identify market gaps.
* Prototyped the user interface with Wireframes, Mockups, and User Testing.
* Established strategic partnerships, implemented risk management and compliance strategies, and ensured that the app complied with relevant regulations and standards, such as data protection laws (e.g., GDPR) and payment industry standards (e.g., PCI-DSS).
* ***Successfully developed and launched the SPA, enabling students to effortlessly manage their campus transactions, boosting engagement and convenience, and ensuring a secure and seamless payment experience.***

**Marketplace Simulations** | Group Project 2nd Semester

* The aim of this project was to bring a 3D-printed carbon fiber bike company to success, managing all aspects of the business within a simulated marketplace.
* Developed a comprehensive business plan and budget allocation strategy.
* Led the hiring process, selecting and onboarding team members.
* Designed and launched marketing campaigns to build brand awareness.
* Implemented strategies to enhance customer satisfaction and retention.
* Negotiated with a venture capitalist to secure investment, and implemented strategies to drive the company towards success.
* ***Successfully secured investment from the venture capitalist and achieved business success, demonstrating effective management and strategic planning.***

# Co-Curricular Activities

* ***Voguenze Fashion Club Member***  | Mahindra University
* ***Entrepreneurship Cell Member*** | Mahindra University
* ***Social Media Head for Sustainability club*** | Mahindra University
* ***Event Sub Head, Tussle- sports event***| Mahindra University

# Extra-Curricular Activities

 **Sustainability club – cleanliness campaign** July 2024.

Collaborated with peers to organize a campus-wide cleanliness drive and awareness sessions on plastic use reduction.

Designed informative posters and coordinated waste segregation workshops with local municipal support. **Successfully helped improve student participation in eco-friendly practices, leading to a cleaner and more conscious campus environment.**

# Technical and Soft Skills

MS Word | MS Excel | MS PowerPoint | Altair AI | Python (basics) |

Power Bi (basics) | Studio (basics) | Tally (basics)

Communication | Interpersonal | Leadership | Team Player | Time Management | Multi-Tasking | Critical Thinking |

Logical Acumen | Problem Solving | Focused | Diligent | Determined

# Personal Details

**Date of Birth:** 7th October ,2004

**Languages known:** English, Telugu, and Hindi

**Interests & Hobbies:** Travelling, Dancing , Photography