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| **VIGNESH A** |  | **Sri Sai Men’s PG** |
| [**Vigneshbe1994@gmail.com**](mailto:Vigneshbe1994@gmail.com) |  | **Hulimavu Gate** |
| **9489184448/8667576063** |  |  |
| Summer internship Project | Marketing Intern | May’18-June’18 |

* Understanding Shopper behavior at Select Stores of Reliance Retail in Coimbatore and evaluating in-Store Customer Experience.
* Conducted a survey among 602 Respondents visiting outlet through Personal Interaction
* Evaluated the Customer Satisfaction Level inside the Store through the Response card
* Suggested to reduce the billing time for customers, improve Parking Facilities at the Stand-alone Retail outlets and to improve the Store Staff Interaction to provide a better shopping experience for Customers.

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| **Academic Achievements** | | | |
| **MBA (Marketing& HR)** | 2017–19 | Thiagarajar School of Management | *54%* |
| **B.E (EEE)** | 2012–16 | Sona College of Technology, Salem | 76% |
| **Class XII** | 2011-12 | Erode Hindu Kalvi Nilayam(Matriculation) | *93.5%* |
| **Class X** | 2009-10 | S.S.M.Lakshmiammal Matric Hr. Sec School | *92.2%* |

**INTERNSHIP-3 Months**

Currently doing HR Internship at Bima Garage, Mumbai.

# PROFESSIONAL CERTIFICATION

**HR Generalist Training and Certification-Pace Career Academy (2019-3 Months)**

**Recruitment:**

* + Hands on experience on Job Portals viz, Times Job
  + Candidate Search on Portal according to the Requirement
  + Telephonic discussion and call for one to one discussion
  + Technical discussion along with concerned HOD
  + Salary:CTC explanation and offer order Formalities
  + Joining Formalities and Induction

# Compliance and Statutory:

* + Deduction and Payments on line
  + PF,ESI,Professional Tax,LWF,TDS,Bonus,Gratuity
  + Record keeping and all types of settlements
  + Compensation and Benefit
  + Labor Laws

# Payroll Processing:

* + Salary Processing by GreytHR Software
  + Advanced Excel Techniques-V Lookup, H Lookup
  + CTC Breakup
  + MIS

# Strategic HRM

* + Appraisal System
  + Training and Development
  + HR Audit
  + Employee Engagement
  + Corporate Governance

**Technical Skills**

* **Basic Computer Skills**-E-mail, Social Media
* **MS Office**-MS Word, Microsoft Excel, Microsoft PowerPoint
* **Operating System** –Windows
* **Soft Skills**-Having Strong Communication Skills and Presentation Skills `

**Academic Projects**

* + Studied the different SKU’s offered by Reckitt Benckiser and analyzed the difference in price of the same Product across kirana stores and supermarkets in Madurai, 2017.
  + Underwent rural development immersion program at Tata Dhan Academy, 2018
  + Did a documentary for social enterprise project at Madurai by Interacting with a Self Employed Women who is involved in Spinning of Yarn to know about the challenges and struggles faced by them and their Understanding and impact of GST on their business and the awareness of the government assistance.
  + Done a Documentary on the People running small scale business to understand and to know about the difficulties faced by them while running the business.
  + Done Pharma Analytics Project for the Kbytes Company based in Madurai to Study the Consumer awareness and Preference towards Online Pharmacy using the Samples collected from People visiting the Pharma outlet in Madurai.
  + Studied and Prepared a Report on “Training and Development “Program of Pillsbury Madurai employees.

**Extra-Curricular Activities**

* + Participated at sale of Thillai masala conducted by “Chandhai” the marketing club of TSM to determine the Market Share and Brand Awareness of the Product in the Madurai Region.
  + Attended “Entrepreneurship and Development” Workshop Conducted at Selvam College of Technology.