

Priyanka R Shetty

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ABOUT ME

Seeking the position of an Outreach Specialist to leverage my excellent written communication skills and proven experience in managing large volumes of emails to drive successful outreach campaigns. With a creative mindset and the ability to collaborate effectively with team members, I aim to contribute to the improvement of outreach strategies and achieve positive results for clients. Experience utilizing industry-leading SEO tools such as Ahrefs, Kendo, Moz etc. and backlink analysis.

PROFESSIONAL EXPERIENCE

TURING, Remote, India

Outreach Specialist, Jun 2022 – Dec 2022

- Increased brand awareness and boosted public perception of organization through proactive outreach and network development with key stakeholders,
- Built and maintained contact and referrals database for leads across NORAM, LATAM and APAC regions.
- Converted 30+ prospects into clients every month with excellent communication and negotiation skills.

SRIVARU MARINE INDUSTRIES, Udupi, India

People Operations Associate, Sep 2020 – Apr 2022

- Managed different stages of employee lifecycle.
- Conducted audits and recommended corrective actions.
- Screened resumes submitted via company job boards and conducted interviews with potential candidates.

SODEXO GROUP HQ, Paris, France

Total Rewards and Global Mobility Intern, Jun 2019 – Dec 2019

- Designed Expatriate compensation and benefits package by referring to Mercer Data and assisted in Job Evaluation and Grading using Hays Methodology.
- Saved 10% cost, added more services by developing Request for Proposals to identify potential service providers.
- Prepared SLAs, cost projection reports and dashboards. Assessed employee experience of 300+ expatriates.

BASSETTI GROUP/GRENOBLE ECOLE DE MANAGEMENT, Grenoble, France

HR Student Consultant / Live Business Case, Oct 2018 – May 2019

- Analyzed the organization's HR Employer Branding for talent attraction, retention, and online presence,
- Conducted market research to track the latest trends and tools.
- Provided 12+ innovative and sustainable recommendations for increased brand awareness.

EDUCATION

GRENOBLE ECOLE DE MANAGEMENT, Grenoble, France

M.Sc. International Human Resource Management in the digital age, Graduated July 2020, Grade: 16.32/20

ADDITIONAL SKILLS

- **IT Skills:** Microsoft Office Suite, MS Excel, Tableau, PowerBI, Google Workspace, Hibob, Slack, Asana, SAP HCM, Mercer, Hunter, Snov.
- **Languages:** English: C2, French: A2, German: A1