

SHYAMANGANA M V

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EDUCATION

Master of Business Administration (MBA)-HR & Marketing
NIT Hamirpur

Jul 2022 -May 2024
CGPA 8.41/10

Bachelor of Business Administration (BBA)-Finance
Kannur University

Jul 2019 -Apr 2022
CGPA 8.38/10

Class 12th

GHSS Balla East

Jul 2017- Mar 2019
Percentage - 88%

Class 10th

SRMGHSS Ramnagar

Jun 2016- Mar 2017
Percentage - 95%

EXPERIENCE

HR Intern, Vittal Cashew Industries, Kasaragod

May 2023 – July 2023

- Maintained attendance records ensuring accurate and up-to-date employee information.
- Assisted in payroll preparation, ensuring timely and accurate processing of employee salaries.
- Supported employee relations initiatives, addressing concerns and facilitating a positive work environment.
- Coordinated and facilitated training sessions to enhance employee skills and performance.
- Collaborated with the marketing team to align HR initiatives with overall company goals.

PROJECTS

A Study on Influence of Employee Engagement on Job Satisfaction

Jan 2024 - May 2024

• Led a study investigating the link between employee engagement and job satisfaction within Kerala's hospitality industry, demonstrating a strong positive correlation.

A Study on Impact of Celebrity Endorsement on Consumer Purchase Intention

Jan 2022 - Apr 2022

• Analyzed the correlation between celebrity characteristics and brand fit, and its impact on advertisement attitudes, brand perception, and purchase intentions, resulting in actionable insights for marketing strategies.

SKILLS

- Communication skills
- Team Player
- Problem Solving Skills
- Leadership Skills
- Presentation Skills

SOFTWARE SKILLS

- MS Office
- SPSS
- SmartPLS

CERTIFICATIONS

- **HR Analytics**, Great Learning Academy, 2024
- **Human Resource Management**, Great Learning Academy, 2024
- **Fundamentals of Digital Marketing**, Google Digital Garage, 2024

POSITION OF RESPONSIBILITY

- Executive Member of Management Society, 2023-24
- IEDC Club Member, 2021-22
- NSS Volunteer, 2019-21