

SHYAMANGANA M V

- Kasaragod, Kerala • shyamanganamv@gmail.com
- +91-8593076089 • www.linkedin.com/in/shyamangana



EDUCATION

Master of Business Administration (MBA)-HR & Marketing NIT Hamirpur	<i>Jul 2022 -May 2024</i> CGPA 8.41/10
Bachelor of Business Administration (BBA)-Finance Kannur University	<i>Jul 2019 -Apr 2022</i> CGPA 8.38/10
Class 12th GHSS Balla East	<i>Jul 2017- Mar 2019</i> Percentage - 88%
Class 10th SRMGHSS Ramnagar	<i>Jun 2016- Mar 2017</i> Percentage - 95%

EXPERIENCE

HR Intern, Vittal Cashew Industries, Kasaragod	<i>May 2023 – July 2023</i>
<ul style="list-style-type: none">• 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	<i>Jan 2024 - May 2024</i>
• 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	<i>Jan 2022 - Apr 2022</i>
• 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