

# RADHIKA KALRA

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## SKILLS SUMMARY

**Tools/Platforms:** MS-Office, MS-Excel, PowerPoint, Google Sheets, Canva, Python, Power BI

**Power Skills:** Data Analysis, Planning, Written Communication, Team Management, Teamwork and Collaboration, Leadership, Social Perceptiveness.

## INTERNSHIPS

Sterlite | Haridwar, Uttarakhand

May 2025 – June 2025

*Human Resources Intern*

- Managed full-cycle recruitment support, screening 50+ candidates, scheduling interviews, and assisting with onboarding, reducing average hiring turnaround time by 20%.
- Coordinated and executed employee engagement initiatives, increasing participation rates by 30% across multiple teams.
- Utilized HRIT systems to update employee data and ensure compliance with company policies and statutory regulations.
- Collaborated with cross-functional teams to streamline HR operations, improving process efficiency and employee experience.

Web cobblers Business Solutions Pvt.Ltd | Haridwar, Uttarakhand

June 2024– October 2024

*Content Developer*

- Created 15+ articles and blog posts on branding strategies and marketing trends, driving a 25% increase in average engagement across company channels.
- Researched and developed original content concepts to position the brand as a thought leader in marketing and branding.
- Collaborated with the design and marketing teams to align content with campaign goals, contributing to a 10% growth in organic reach within one month.
- Applied SEO best practices, keyword optimization, and audience research to improve discoverability and retention.

## PROJECTS/ LIVE PROJECTS

E-commerce Sales Analysis Dashboard (Power BI)

August 2025

Built an interactive Power BI dashboard to analyze and visualize e-commerce sales performance.

*Key features include:*

Regional and product-wise sales breakdown

Monthly revenue trends with dynamic filters

Top-performing categories and customer segments

KPI cards for quick business health overview

The dashboard allows real-time data exploration for decision-making and performance tracking.

## CERTIFICATIONS/ CERTIFICATES

- Power BI Essential Training – LinkedIn learning Jun 2025 - Aug 2025
- IAB Digital Marketing and Media Foundations Certification – LinkedIn learning Jun 2025-July 2025

## EXTRA-CURRICULAR ACTIVITIES/CO-CURRICULAR ACTIVITIES

- Volunteer, Seva Samiti, Haridwar** May 2024-Aug 2024  
Assisted in organizing social welfare initiatives and managing community outreach activities focused on underprivileged support.
- 1st Prize – Intra-University Debate Competition, Lovely Professional University 2024
- Shopify E-Commerce Project (Menstrual Healthcare), Lovely Professional University – 2024  
Created and managed an online store achieving a 12% pilot conversion rate.
- 1st Prize – Inter-School Debate Competition, Delhi Public School, Ranipur, Haridwar 2022

## EDUCATION

- Lovely Professional University, Phagwara, Punjab**

BBA MBA INTEGRATED DUAL DEGREE; CGPA:7.51

currently pursuing

- Delhi Public School, Ranipur, Haridwar**

Intermediate percentage:88%

Apr-2023