

KASHISH QURESHI

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SUMMARY

Experienced HR Executive with a proven track record in employee engagement, event coordination, team collaboration, administrative tasks and CSR management. Adept at addressing employee concerns, fostering positive workplace culture, and overseeing hospitality & admin operations. Strong background in psychology, enhancing my ability to understand and improve human behaviour within organizations. Skilled in strategic marketing, business content creation, and internal communication. Seeking to leverage expertise in HR, communication strategies, and team leadership in a dynamic, growth-oriented organization.

WORK EXPERIENCE

HR Executive - Employee Engagement, Communication, CSR

JUL 2022 - JUL 2024

Aranca - Global Research & Advisory

- Spearheaded over 60 employee engagement events, enhancing team collaboration and productivity that reflected in a score of 85% by employees.
- Championed communication tools and practices, streamlining internal communication and improving response times by 30%.
- Conceptualized and created engaging content for newsletters, intranet, and HR-specific projects, increasing content interaction.
- Partnered with non-profits for CSR initiatives, leading successful collaborations that positively impacted the community. Facilitated administrative tasks for all employees & senior management.

Director of Content Marketing

APR 2021 - APR 2024

Weezy Streetwear Pvt Ltd

- Shortlisted as one of the "Top 10 Best CMOs in the Retail Industry in India 2024" by CEO Insights.
- Pioneered the brand's content strategy across all digital platforms, resulting in a 60% growth in online engagement and an increase in sales conversions.
- Led a team of content creators and influencers, optimizing workflow and boosting content output.
- Executed innovative marketing campaigns, contributing to a year-on-year increase in brand visibility.
- Developed legal and promotional content, streamlining brand messaging and improving stakeholder communication.

Content & Growth Intern

FEB 2022 - JUN 2022

Bambinos (Ed-Tech)

- Developed strategic content for social media channels, increasing follower count within months.
- Assisted in market research, contributing to the formulation of growth strategies that expanded the customer base.

Content Writer

APR 2022 - JUN 2022

Sportskeeda (E-sports magazine)

- Authored articles for the website, achieving an increase in page views for gaming and e-sports content.
- Conducted in-depth research to produce data-driven insights, improving content relevance and reader engagement.

Clinical Intern

JUL 2021 - AUG 2021

Lokmanya Tilak Hospital

- Assisted professionals & psychiatrists with case studies & treatment plans.
- Assisted & observed in ECT, EEG, I.Q Tests.

Managing City Head (Intern)

AUG 2020 - JUN 2021

Unschool

- Recruited and led a sales force of over 300 interns, driving revenue growth over 8 months.
- Directed a team, leading to an increase in lead generation and sustained revenue flow for the organization.
- Created and delivered training sessions, enhancing team performance and efficiency.

EDUCATION

Bachelor of Science in Clinical Psychology

2019 - 2022

Amity University, Mumbai

- Covering an array of subjects related to research, organizational & human psychology.
- Research Paper: "Gender based differences in decision-making styles"
- Diplomas in Foreign Language (French) and English Literature

Junior College

2017 - 2019

Jaihind College, Mumbai

- Relevant coursework in Physics, Chemistry, Biology

ADDITIONAL INFORMATION

- **Skills:** Research, HR Recruitment, Employee Engagement, Communication, Canva, Writing, Administration, MS Office, Time Management, Operations.
- **Certifications:** Eclectic Approach to Psychotherapy, Diploma in Foreign Language (French), Diploma in English Literature, Psychological First Aid - John Hopkins University
- **Awards/Activities:** Nominated & Shortlisted for "Top 10 Best CMOs in the Retails Industry in India 2024" by CEO Insights.
- **Internships:** VP of Channel Sales Force (Zyba Salons), Social Media Intern (Exploring2gether), Research Intern (Udayan Care), Clinical Intern (ICHARS)