**VANISHA CHAWLA**

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**OBJECTIVE**

**To gain a continuous learning, be a lifelong learner in Human Resource department in reputed company**

**PROFESSIONAL SUMMARY**

Vanisha Chawla is Senior Executive in Marketing and Operations @ Acme Media Creations. An MBA, HR from Fortune Institute of International Business (FIIB), she has done Summer Internship from Sudhir Gensets Limited, Gurgaon on the Induction Program and Various HR Policies which the company follows. Also, worked for two years as a Module Leader @On Last Mile, Gurgaon

Vanisha being an introvert has been working in Corporate more than 3 years and have completed various projects like Employee Manual for a fast growing digital marketing organisation, ‘HR Process Review’, Creating, drafting and designing of content for different clients and for own organization’s website, Designing Training Brochures and Brochures for Books (Dr. P.N. Singh) given as charity and taking orders and dispatching them the required number of books etc. Vanisha has been involved with different clients like Pensa Media, Grid Consultants Pvt. Ltd., ISTD, UPES, FCI, IOCL, NIFT, Akhandjyoti Eye Hospital, MDI Gurgaon, Ghari Industries Pvt. Ltd., Emerald, Maruti, Mercedez, Usha International, Panasonic, Eli Pharmaceuticals, MDH, JMS Buildtech, Marvel Tea, Yakult, Vatika Group, etc.

Vanisha has written Research Papers published on 1) ***“Leading* *Gen* *Y”*** *and 2)* **Feminizing the Organisation’s Leader** etc.

Two Research papers are under publication 1) ***A* *Peep* *into* *an* *Entrepreneurship* *Course* *in* *an* *Indian* *Class* *Room:* *Is* *passion* *for* *entrepreneurship* *an* *outcome* *of* *a* *holistic* *pedagogy?*** and 2) ***Maruti* *Suzuki* *Havoc* *Case***

Also, completed some research Projects during MBA in the areas of Training & Development, Industrial Relations, Human Resource Management, Organization Behavior, Organisation Structure and Design etc.

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| **WORK EXPERIENCE** |

1. **Acme Films and Media Creations |** Delhi, India **May,2014 to Present**

* Acme Media Creations was established in 2010. This company is into BTL and ATL activities, Cinema advertising and events.

**Designation:** Sr. Executive (Marketing & Operations), Content Writer & Researcher

**Role and Responsibility:**

* Doing research work on various clients
* Handling marketing for Events and Special Projects like Indian Super League (ISL), Telugu Cine Mahotsav televised on Maa Tv.
* Organised Christmas Carnival Flea Market @ The Hub, Vasant Kunj
* Participated in Cinema Activation for Modi Revlon Event.
* Handled Brand Association of Movie “Yodha” with Nutrigain
* Maintaining and updating the content on website for the company.
* Handling Social Media Pages like Facebook, Linkedin, Twitter, Pintrest
* Making Presentations for different clients and updating Company Presentation.
* Meeting up with the clients with my Team.

**Major Clients handled:** Mercedez, Usha International, Panasonic, Eli Pharmaceuticals, MDH, JMS Buildtech, Marvel Tea, Vicco, Maruti Suzuki, Modi Revelon, Havas Media, Allied Media, Nutrigain (Ayurwin), Hamdard, Siyarams, Pepper fry, etc.

1. **On Last Mile |** Delhi, India **May,2012 to April, 2014**

* On Last Mile is a Human Resource Leadership Research and Consulting Organization. It’s vision Is for every HR Leader in organization to be the best of who they are as they traverse their leadership journey.

Web Link- <http://www.onlastmile.com>

* Dr. Sunita Chugh, Founder Director of On Last Mile, is one of the Director for Grid India Consultants. <http://grid-india.com/>

**Designation:** Module Leader

**Role and Responsibility:**

* Creation and Designing of study material
* Researcher
* Report Writing
* Project Management
* Designed an Employee Manual for Pensa Media.
* Completed a project report on Performance Management for Pensa Media with my team of Pensa Media.
* Designing and Crafting Content for various clients like NIFT, MDI, Akhandjyoti etc.
* Designing Training Programs and Conducting Seminars and Workshops for Different Clients like UPES, IOCL, FCI etc.
* Coordinate with clients.
* Repo and Image building with clients.
* Designing Brochure for Books given as charity and taking orders and dispatching them the required number of books for Grid Consultants Pvt. Ltd.
* Crafted the content for the company website “On Last Mile”.
* Maintaining and updating the content on website and posting blogs.
* Completed HR Process Review at UPES with Dr. Sunita Chugh (Founder of On Last Mile).
* Written two research papers on “***Leading Gen Y***” which was published in May 2013 and “***Feminizing the Organization’s Leader***” which was published in March 2014
* Written another research paper “***A* *Peep* *into* *an* *Entrepreneurship* *Course* *in* *an* *Indian* *Class* *Room:* *Is* *passion* *for* *entrepreneurship* *an* *outcome* *of* *a* *holistic* *pedagogy?”*** is under publication
* Written a case study cum research which is on an automotive company “Maruti Suzuki” located in Gurgaon is under publication
* Writing a book on Women Leadership.
* Handled one Intern for HR Analytics Project. The Project of Study was “Employee Attrition Analysis”

**Major Clients handled:** Pensa Media, Grid Consultants Pvt. Ltd., ISTD, UPES, NIFT, Ghari Industries Pvt. Ltd., Emerald, Maruti, IOCL, Akhandjyoti Eye Hospital, MDI Gurgaon, FCI, Emerald, Maruti, etc.

**Sectors/Industry dealt in**: Manufacturing, Digital Marketing (SEO, SMO), Consulting, Education, Training (Public and Private sector), Petroleum/Energy and Core sectors, Textiles, Automobile, etc.

**Achievements:**

* 2 Papers got published in well reputed Journals.
* Faculty Development Program on SPSS & Research Methodology
* National Seminar on Women Entrepreneurship, Empowerment & Development

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| **Sudhir Gensets Limited, Gurgaon** | **Human Resources** | **April-June 2011** |
| **Induction Program at SGL** | | |

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| **SUMMER INTERNSHIP** |

**Project Brief:**

* Understand the HR policies of the company, their Induction Program and its Procedures.

**Objectives:**

* To understand the Induction processes at Sudhir Gensets Limited and three more organizations in any sector. Compare the Induction Program of these three organizations with SGL and analyze how SGL is different from these companies in their Induction Program.

**Deliverables:**

* Engaging in different tasks i.e. Attendance sheet, Manpower etc. and maintaining the data of the Company.

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| **MBA (PGDM**) 2012 Fortune Institute of International Business, CGPA-6.0/10  (H.R) New Delhi |
| **BBA** 2009 New Delhi Institute of Management (GNDU) 60% |
| **XII** 2006 Green Fields School, Safdarjung Enclave 57.50% |
| **X** 2004 Green Fields School, Safdarjung Enclave 68.0% |

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| **EDUCATION** |

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| **ACADEMIC PROJECTS UNDERTAKEN** |

* Training and Development**, January 2012**

**Research Paper on “Return On Investment In Training” at FIIB, 2012**

* Research Methodology, **March 2011**

**Survey with Questionnaires to Understand ‘What are the Motivating Factors for people to Join the Job’**

* Human Resource Management, **May 2007** (Telecommunications Consultants India Limited)

**Interviewed HR personnel to study and understand the process of Recruitment and Selection**

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| **EXTRA CURRICULAR ACTIVITIES** |

* Represented FIIB in the Book Release of Chetan Bhagat in a TV show “On the couch with Koel”, 2011 at Ambience Mall, Vasant Kunj.
* Participated in ‘Airtel Half Marathon’ in 2010.
* Member of the Organizing Committee for the National seminar organized by NDIM (2008) & the HR seminar organized by FIIB (2010).
* Participated in HR Quiz by NIPM (2011).

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| **KEY COMPETENCIES AND SKILLS** |

* HR Management
* Training & Development
* Training Design
* Team Leadership
* Talent Management
* Team Management
* Induction Formalities
* Research skills
* Data analysis
* Writing skill
* Content Writing
* Mentoring colleagues
* People Management
* Project Management
* SPSS
* Employee Engagement & Welfare Operations
* Ms Office Package

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| **PERSONAL INFORMATION** |

Date of Birth: 20th April, 1988

Linguistic Proficiency: English and Hindi

Mailing Address: A-1/42 Safdarjung Enclave, New Delhi-110029

Location Preference: Delhi / NCR

References: Will be pleased to furnish upon request