

KOUSHIKA D

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PROFESSIONAL SUMMARY

Motivated MBA graduate with dual specialization in Human Resources and Marketing, backed by hands-on internship experiences across HRMS Tools, sales, and market research. Skilled in Power BI, HRMS platforms, and communication strategies. Passionate about streamlining people processes and crafting data-driven insights that support business goals. Eager to bring energy, creativity, and diligence to a dynamic organization.

HIGHLIGHTS & STRENGTHS

- HR Operations & Service Delivery: Hands-on with platforms like Cipel, Naukri, and Bayt
- Power BI: Dashboard creation, DAX, and real-time reporting
- Marketing & Research: Market trend analysis, consumer behavior insights
- Soft Skills: Leadership, communication, and team collaboration
- Event Coordination & Participation in management and HR conclaves

INTERNSHIP EXPERIENCE

HR & Process Optimization Intern | VDart, Trichy | Jan 2025 – Mar 2025

- Collaborated with the HR Delivery of Excellence team to optimize service operations and ensure process compliance
- Worked on platforms like Cipel, Naukri, Bayt, and Signal to streamline data accuracy and workflow efficiency
- Contributed to audit-ready internal documentation and supported HR process standardization

Sales Operations Intern | Fatima Timbers & Plywood's, Trichy | May 2024 – Jun 2024

- Led inventory categorization for improved warehouse efficiency
- Provided backend support in tracking daily sales and customer queries

Marketing Research Intern | Ambika Automobiles, Madurai | Mar 2023 – Apr 2023

- Conducted surveys to evaluate consumer preferences
- Delivered reports with actionable marketing suggestions

EDUCATION

MBA in HR & Marketing | Bishop Heber College, Trichy | 2023 – 2025 | CGPA: 7.5

BBA | Bishop Heber College, Trichy | 2020 – 2023 | CGPA: 8.3

CERTIFICATIONS & ACHIEVEMENTS

- Advanced Power BI for Data Analysts – 2025
- Employability Skills Certification – Bishop Heber College, 2024
- Outbound Learning Program – LEAP Academy, Jan 2024
- HR Conclave Participation – Sri Krishna College of Technology, Mar 2024
- FIRMA 2024 Leadership Award – For Event Coordination

TECHNICAL SKILLS

- Power BI, Microsoft Excel, Word, PowerPoint
- HRMS: Cipel, Naukri, Bayt
- Data Modeling & Visual Storytelling