



Ashlesha Kadu

Personal Profile

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DATE OF BIRTH

20/05/1999

Technical Skills

MS-WORD

MS -EXCEL

MS-POWERPOINT

TALLY

Skills

- Strategic Marketing Planning
- Digital Marketing (SEO, Social Media)
- Market Research and Analysis
- Brand Management
- Talent Acquisition and Management
- Employee Engagement and Retention
- Performance Management
- Organizational Development
- Strong Communication and Interpersonal Skills

Languages

English

Hindi

Marathi

Summary

- Recent MBA graduate specializing in Marketing Management and Human Resource Management. Equipped with a strong foundation in strategic marketing, brand management, and human resource practices. Highly motivated and detail-oriented, with excellent analytical, communication, and teamwork skills. Eager to apply academic knowledge and internship experience to contribute to a dynamic organization's growth and success.

Education

Master of Business Administration, ,
Dr.Pnjabrao Deshmukh Institute of Management and Reserach,
Nagpur

11/2022

Rashtrasant Tukdoji Maharaj Nagpur university,
Bachelor of Science,, Nagpur

Project

Analyzing Work-Life Balance Of Women Employees In Nagpur's It Sector

- Gained proficiency in designing and conducting surveys, interviews, and focus groups to gather comprehensive qualitative and quantitative data.
- Acquired a deep understanding of the unique challenges faced by women in the IT sector regarding work-life balance, including the impact of organizational policies, workplace culture, and external factors.
- Improved ability to present research findings and actionable recommendations clearly and persuasively to diverse stakeholders, including HR managers and senior executives.
- Learned to develop practical solutions and strategic recommendations to address work-life balance issues, emphasizing the need for flexible work arrangements, support systems, and employee wellness programs.
- Fostered collaboration with cross-functional teams, stakeholders, and research participants to ensure the successful completion of the project.

Internships

HR Intern, Clustor Computing

08/2023 - 10/2023

- Supported the recruitment process, including screening resumes and coordinating interviews.
- Assisted in the onboarding process for new employees, ensuring a smooth transition.
- Participated in organizing employee engagement activities and training sessions.
- Maintained employee records and HR databases, ensuring data accuracy and confidentiality.

Courses

Marketing Management, Swayam NPTEL

Customer Relationship management, Swayam , NPTEL

Extra Curricular Activities

Presentation on IPR,

Debate Competition ,

Geographical Indication Faceoff

Volunteering ,

- IDBI Placement
- Cultural Programme

Marketing club Member,

- Participated in organizing workshops and events to enhance marketing skills and knowledge.

Secretary Of Placement Cell

PDIMTR

Nagpur