

Shubham

Jalandhar, Punjab

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Professional Summary

MBA candidate specializing in HR and Marketing with hands-on experience in HRMS tools (Zoho People, Zoho Recruit, Keka HR, GreytHR, Workday, BambooHR) and analytics platforms (Excel, SQL, Power BI). Skilled in MS Office (Word, PowerPoint, Excel) and Google Workspace (Google Sheets, Google Forms, Docs) for HR documentation, reporting, and presentations. Experienced in conducting research projects on social media marketing (Radisson Hotels) and consumer behavior (Palsons Derma). Strong analytical mindset with the ability to translate data into actionable HR and marketing strategies.

Education

MBA (HR & Marketing)	2023–2025
Lyallpur Khalsa College Technical Campus, Jalandhar	
BBA	2020–2023
DAV College, Jalandhar	

Experience

Professional Sales Representative (Internship) Palsons Derma - Gained exposure to marketing strategies, consumer behavior, and dermatology product positioning.

Projects

Major Project – Radisson Hotels (MBA)

Effectiveness of Social Media Marketing in the Hotel Industry

- Evaluated Radisson Hotels' social media campaigns (Instagram, Facebook, LinkedIn, YouTube).
- Analyzed customer engagement, brand visibility, and loyalty using surveys and secondary data.
- Recommended influencer collaborations, content creation, and analytics-driven strategies.
- Demonstrated ability to link marketing analytics with measurable business outcomes.

Internship Project – Palsons Derma (MBA Internship)

Consumer Behavior & Dermatology Products – Trends, Preferences, and Brand Loyalty

- Conducted surveys with 100 respondents to study skincare purchase behavior.
- Identified key drivers: dermatologist recommendations, social media influence, packaging, and price sensitivity.
- Compared prescription vs OTC dermatology products to assess trust and loyalty.
- Proposed strategies for loyalty programs, influencer partnerships, and sustainable packaging.
- Applied data analysis (Excel/SPSS) to generate actionable insights for marketing decisions.

Technical Skills

- HRMS Tools: Zoho People, Zoho Recruit, Keka HR, GreytHR, Workday, BambooHR
- Analytics: Advanced Excel, SQL, Power BI (DAX), Tableau basics
- Productivity: MS Word, MS PowerPoint, MS Excel, Google Sheets, Google Forms, Google Docs
- Design & Communication: Canva, HR dashboards, recruiter-ready reports

Strengths

- Strong analytical and problem-solving skills
- Practical exposure to HR workflows: recruitment, payroll, compliance, employee engagement
- Ability to design recruiter-facing dashboards and reports