

Shifali

HR EXECUTIVE

PROFESSIONAL SUMMARY

Dynamic HR professional with expertise in Recruitment and Organisational Development. Proven ability to attract top talent, enhance employee performance, and drive business growth through strategic HR initiatives. Passionate about building strong teams, optimising hiring processes, and fostering a high-performance workplace culture

Phone:
9315266578

Email: Shifaliraj112@gmail.com

Address: Indira Colony, Pathankot,
Punjab-145001

EDUCATION

Master's of Business Administration | 2022-2024
DAV University, Jalandhar

Bachelor of Arts | 2019-2022
GNDU Regional Campus, Pathankot

INTERNSHIP

IND-Swift R&D Centre, Mohali | 1st June 2023- 31st July 2023
HR Intern

PROFESSIONAL EXPERIENCE

Blessings Healthcare Pvt. Ltd. | June 2024- Nov 2024
HR Executive

- **Proactive Talent Sourcing:** Built strong talent pipelines through LinkedIn, job portals, employee referrals, and headhunting for critical roles.
- **Efficient Screening & Selection:** Conducted resume shortlisting, competency-based interviews, and assessments to ensure the right hire.
- **Seamless Interview Coordination:** Managed end-to-end interview scheduling, panel coordination, and feedback loops for a smooth process.
- **Offer & Negotiation Strategy:** Led competitive salary negotiations, offer rollouts, and pre-boarding support to improve acceptance rates.
- **Employee Engagement Initiatives:** Designed and executed creative monthly engagement programs to enhance employee morale, foster collaboration, and build a positive work environment

Asian Tire Factory | Nov 2024- Till Now
HR Executive

- End-to-End Recruitment
- Onboarding, Induction
- Training Programs
- ESI, PF Registration
- Employee Engagement activities

- Probation Evaluations
- Prioritizing and managing multiple tasks to meet deadlines effectively
- Performance Management
- Attendance Management

TECHNICAL SKILLS

- MS Office(Word, PowerPoint, Excel)
- Digital Marketing
- SEO
- Canva Designs
- ERP Software

SKILLS

- Talent Acquisition
- End-to-end recruitment
- End-to-end employee life cycle
- Screening Sourcing
- Organisational Development Team management, Employee Engagement
- HR Operations
- HR General Activities

CERTIFICATION

- Received a certificate for HR Internship
- Received a certificate in HR Analytics
- Received a certificate in Artificial Intelligence
- Received a certificate from NISM

WORKSHOP

- Certified for attending the seminar on Entrepreneurship at IIM Calcutta

ACADEMIC PROJECT

Performance management case study

- Studied about managing the employees' rating scale in 1 to 10.
- Learned about how we improve our employees' skills

Digital Marketing Project

- WordPress website editing and making it a new website, and also did Google Analytics, SEO ranking, YouTube analytics, content writing, and Google Ad, Search keywords etc.

PERSONAL INFO

- **Name:** Shifali
- **Father's Name:** Ashok Kumar
- **Date of Birth:** 05-March-2000
- **Nationality:** Indian
- **Language:** English, Hindi, Punjabi