



PROFILE SUMMARY

Experienced HR professional with over 5 years of comprehensive expertise in various facets of human resources management. Proven track record in strategic workforce management, project execution, talent acquisition, and employee retention. Skilled in edtech initiatives, branding, content development, and social media specialization. Known for translating organizational vision into actionable HR strategies, driving performance, profitability, and employee engagement in competitive environments. Seeking roles in HR Business Partnering, Organization Development and Employee Engagement to contribute to organizational success and growth.

SHRADHA KOUL

SR. HR SPECIALIST -
HRBP

Bengaluru, INDIA

5 Years 0 Month of experience



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WORK EXPERIENCE

Sr. HR Specialist -HRBP

Edutinker

May 2022 - Present

Employee Relations and Benefits Administration:

- Managed grievance handling and redressal processes, fostering a positive work environment and addressing employee concerns effectively.
- Administered employee benefits and rewards programs, ensuring competitive compensation and benefits packages to attract and retain talent.
- Conducted exit formalities, including full and final settlement (FNF) and exit interviews, to gather feedback and insights for continuous improvement.

HR Compliance Mangament:

Ensuring compliance with employment regulations, including addressing breaches such as Non-Solicitation Clause violations, dual employment instances, and cease and desist notices.

Vendor Engagement & Partnership Building:

Identify potential third-party platforms such as Naukri, Lystloc,

etc., for collaboration.

Initiate discussions and negotiations with vendors to establish partnerships

****Recruitment and Onboarding Management**:**

- Full-cycle recruitment, including sourcing, screening, interviewing, and hiring candidates.
- Managing the onboarding process, including induction and orientation programs to integrate new employees into the organization.
- Assigning employees to team leaders based on their skills, experience, and team dynamics.
- Implementing strategies to ensure the smooth transition and integration of new hires into their respective teams.

****Rapid Staffing Expansion**:**

- Successfully increased staffing by 4X within a span of 6 months, demonstrating the ability to scale recruitment efforts to meet organizational growth objectives.

****HR Program Direction and Implementation**:**

- Directed critical HR programs covering benefits/compensation, staffing, organizational development, employee engagement, employee relations, and regulatory compliance.
- Implemented initiatives to enhance employee engagement, improve organizational culture, and ensure compliance with labor laws and regulations.

****Training and Development**:**

- Developed training and development initiatives aimed at enhancing productivity and quality standards within the organization.
- Crafted talent acquisition strategies to build robust pipelines for future hiring needs, ensuring a continuous supply of qualified candidates.

****Understanding Competitive Organizations' Workforce and Strategies****

- gained valuable insights into competitor workforce dynamics and strategies for informed decision-making

****Policy Development and Compliance**:**

- Established HR policies and procedures, including those related to Posh (Prevention of Sexual Harassment), leave management, maternity benefits, and exit formalities.
- Ensured compliance with labor laws and regulations, including the implementation of grievance handling procedures and exit formalities.

****Leadership Development**:**

Identifying high-potential employees and developing tailored development plans to prepare them for future leadership roles. Providing coaching and mentoring to managers and leaders to enhance their leadership capabilities and drive employee engagement.

****HR System Implementation**:**

- Established HR systems and processes, including the implementation of labor laws and functions within the organization.
- Utilized cost-effective channels for IT and non-IT recruitment to optimize recruitment expenses.
- Acted as HR Business Partner (HRBP) to establish new HR systems for clients in Kenya and Nepal, leveraging expertise in HR practices and local regulations to support the clients' HR needs effectively.

****HR Business Partnering and Reimbursement Management**:**

- Acted as an HR business partner, collaborating with business units to align HR strategies with organizational goals and objectives.
- Managed reimbursement processes, ensuring timely and accurate processing of employee reimbursements.

Founder Creator

SELF WORK

Jun 2021 - May 2022

****Entrepreneurial Experience: Clothing Textile Business Launch****

****Business Blueprint Development:****

- Defined purpose, product offerings, target market (People), unique selling proposition (Position), online sales platform (Platform), and pricing strategy (Price) to establish a solid business foundation.

****Financial Management:****

- Demonstrated financial acumen by managing one-time setup costs, as well as analyzing fixed and variable expenses to ensure sustainable profitability.

****Vendor Acquisition and Management:****

- Utilized a combination of in-person meetings and online networking to identify and onboard reliable vendors for sourcing raw materials and manufacturing.

****Product Research and Planning:****

- Conducted comprehensive market research and utilized the ABCD method (Affordable, Bestseller, Costly, Dangerous) to develop a systematic approach to product planning and development.

****Customer Attraction and Branding:****

- Implemented effective branding strategies to attract customers and differentiate the brand in a competitive market landscape. Achieved a 60% stock clearance rate and fostered a loyal customer base with 30% repeat customers.

****Website Development:****

- Led the creation of a user-friendly and visually appealing website to showcase products and facilitate online sales, enhancing brand visibility and accessibility.

****Research, Curation, and Marketing:****

- Leveraged research insights to curate product offerings and create compelling marketing content to engage target audiences and drive sales.

****Team Building and Management:****

- Oversaw the hiring process for designers, developers, and assistants, building a talented team capable of supporting business growth and innovation.

****Customized Design Patenting:****

- Successfully obtained patents for customized designs, safeguarding intellectual property rights and enhancing the brand's value proposition in the industry.

HR Executive and Generalist

Chandigarh University

Jun 2019 - Jun 2021

1. ****Full-Time Recruitment Cycle Management**:**

- Strategically oversee the entire recruitment process, ensuring the timely acquisition of top talent through innovative hiring methods and referral programs.

2. ****Performance Management and Talent Development**:**

- Collaborate with senior leaders to conduct performance discussions using tools like the 9-box matrix, identifying star performers and nurturing their growth into leadership roles.

- Assist in providing targeted training and development programs for high-potential employees, facilitating their professional advancement within the organization.

- Develop strategies to address underperformance issues, including coaching and support initiatives to help employees improve their performance.

3. ****Employee Engagement Initiatives**:**

- Spearhead employee engagement initiatives such as the Buddy Program and weekly Touch-Base and Target (TaT) discussions, fostering a collaborative and supportive work culture.

- Work closely with directors and unit heads to develop engagement strategies aligned with organizational objectives, promoting employee morale and retention.

4. ****Policy Update and Compliance**:**

- Lead efforts to update and refine organizational policies, including those related to gratuity, maternity leave, and the implementation of new facilities such as a creche.

- Ensure compliance with legal requirements and industry standards while enhancing employee benefits and support programs.

5. ****Innovative Onboarding and Hiring Practices**:**

- Successfully manage and onboard a high volume of new hires, leveraging referral programs and innovative hiring techniques to

attract top talent and streamline the onboarding process.

6. **Grievance Handling and Employee Redressal:**

- Establish effective grievance handling mechanisms to address employee concerns promptly and impartially, fostering a positive work environment and enhancing employee satisfaction and retention.

7. **Competency and Potential Mapping:**

- Conduct competency and potential mapping exercises to identify key strengths and development areas among employees.
- Use mapping results to inform talent management strategies, including succession planning, career development, and performance improvement initiatives.

8. Consistent High Performance:

Maintain a track record of being recognized as a star performer for two consecutive years, demonstrating sustained excellence in job performance and contribution to organizational success.

Branding and Marketing Executive

Chandigarh University

Jan 2019 - Jun 2019

- Content Creation: Develop engaging media content for campaigns and advertisements.
- Social Media Management: Oversee social media campaigns and content creation.
- Marketing Strategy Implementation: Execute branding strategies across print and digital platforms.
- Brand Management: Manage brand initiatives to enhance brand equity and perception.
- SWOT Analysis: Analyze brand strengths, weaknesses, opportunities, and threats.
- Social Media Optimization: Optimize social media marketing efforts for improved results.
- Campaign Evaluation: Assess campaign performance and make data-driven recommendations.
- Collaboration and Communication: Coordinate with internal and external stakeholders to ensure brand consistency.

KEY SKILLS

- labour welfare
- attrition control
- employee engagement
- employee grievances
- exit formalities

EDUCATION

2019

MBA/PGDM - HR/Industrial Relations

Chandigarh University

Grade - 8/10

- statutory compliance
- joining formalities
- performance management
- hr operations
- talent acquisition
- it recruitment
- hr generalist
- HRBP
- Employee Relations
- Employee Relations Manager

CERTIFICATION

- Digital Marketing
- Computer Networking
- Time Management

LANGUAGES

English
Hindi

SOCIAL LINKS

<https://www.linkedin.com/in/shradhakoul/>

2015

B.Tech/B.E. - Computers

Maharishi Markandeshwar (Deemed to be University)

Grade - 7.32/10