




# MURASOLI MARAN PARAMASIVAN

## Human Resource & Business Analyst

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 Mumbai, India

Proactive MBA candidate with a specialization in Human Resources and Business Analytics. Hands-on experience in HRIS, recruitment lifecycle management, performance evaluation systems, and data-driven decision-making. Adept in using HR tools like Microsoft Excel, Zoho People, and Tally ERP. Seeking a dynamic role where I can leverage my technical HR skills to drive operational excellence.

## Experience

### HR Intern – Trend Developers

Jul 2025 – Present | Bangalore

- Assisted in full-cycle recruitment using digital sourcing platforms (LinkedIn Recruiter, Naukri).
- Created dashboards in Excel to track metrics like time-to-fill, offer acceptance, and onboarding TAT.
- Maintained HRIS records ensuring real-time accuracy and compliance.
- Supported employee engagement surveys using Google Forms and interpreted sentiment trends.

### HR Intern – SuperNova

Apr 2025 | Bangalore

- Collaborated with the HR Tech team to automate onboarding workflows using standard operating procedures (SOPs).
- Deployed online assessments and scoring matrices for pre-screening.
- Maintained ATS entries and visualized hiring pipeline using Excel charts.
- Scheduled interviews and coordinated with hiring managers on funnel improvements.

### Business Development Executive

Feb 2025 – Jun 2025 | Bangalore

- Utilized CRM platforms for tracking client engagement and prospect segmentation.
- Conducted lead qualification using data filters and LinkedIn Sales Navigator.
- Developed Excel dashboards to visualize lead-to-client conversion ratios.
- Coordinated HR capacity planning in alignment with expansion targets.

### HR Intern – Aegis Logistics Ltd

Jul 2024 – Aug 2024 | Mumbai

- Participated in compliance audits related to HR documentation and statutory filings (ESIC, PF).
- Organized onboarding & induction sessions; captured feedback via digital tools.
- Analyzed skill gaps and created capability maps using Excel.

## EDUCATION

- MBA – Human Resources & Business Analytics  
Rathinam School of Business at Tips Global,
- Bachelor of Commerce (B.Com)  
SIES College of Commerce and Economics,

(2020 – 2025)

## SKILLS

- HRIS (Zoho People, Keka)
- Applicant Tracking Systems (ATS)
- HR Analytics (Excel, Power BI)
- Recruitment & Talent Acquisition
- Performance Management Systems (PMS)
- MS Excel (PivotTables, VLOOKUP, Dashboards)
- CRM Tools & Digital Sourcing
- Tally ERP
- Employee Engagement & Exit Interviews
- Statutory Compliance (ESIC, PF basics)

## PROJECTS

### Driving End-to-End Sales Growth – Launched Global (2025)

- Identified and qualified leads across EdTech using LinkedIn and CRM systems.
- Initiated targeted outreach via email campaigns and cold calls.
- Supported sales closure and onboarding of new clients.
- Analyzed conversion data using Excel to enhance lead targeting.

### Customer Satisfaction Study – RedBus (2024)

- Conducted customer surveys across RedBus service users in Coimbatore.
- Analyzed factors affecting service quality: booking, delays, and support.
- Identified performance bottlenecks and made recommendations using Excel analytics.

## CERTIFICATIONS

- Fundamentals of Digital Marketing

Issued by Google – February 2022

Completed a 40-hour structured course covering core digital marketing principles, including SEO, SEM, content marketing, social media strategy, email marketing, and Google Ads. Developed practical knowledge in building online presence and data-driven marketing strategies useful for employer branding and recruitment campaigns.

- Business Analytics with Excel

Issued by Simplilearn – December 2024

Trained in advanced Excel techniques for business analysis, including PivotTables, dashboards, trend forecasting, data visualization, and descriptive statistics. Gained practical skills in HR analytics—such as attrition analysis, performance data modeling, and workforce planning dashboards.

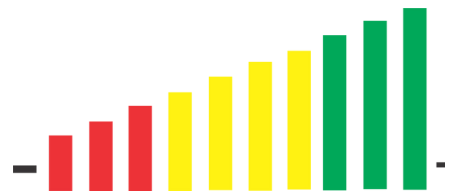
- HR Conclave & Entrepreneurship Conclave

Organized by Rathinam School of Business – 2025

Participated in high-impact panel discussions, workshops, and networking sessions focused on emerging trends in HR and business leadership. Engaged with HR professionals, entrepreneurs, and industry leaders on themes such as digital HR transformation, startup culture, and strategic workforce development. Contributed actively in interactive sessions, improving communication and team-building skills.

## LANGUAGES

Tamil	Native ★★★★★
Hindi	Proficient★★★★
English	Intermediate★
Marathi	Intermediate★



## DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.