

Anshika Srivastava

HR EXECUTIVE & CRM SPECIALIST | TALENT ACQUISITION | CAMPUS HIRING

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High-impact HR Executive & CRM Automation Specialist with proven expertise in full-cycle recruitment, campus hiring, employer branding, and HR tech workflows. Experienced in managing HRIS & ERP systems (Odoo HR, Zoho People, Keka), constructing HRM/LMS platforms, building Email & WhatsApp outreach automation, and managing candidate databases of 1,000+ records. Adept at using HR analytics (Power BI), policy design, and recruitment marketing to scale hiring pipelines, reduce time-to-fill, and elevate employee experience.

🛠️ SKILLS SUMMARY

Tools & Platforms	MS-Office (Excel, PowerPoint, Word) · Odoo HR / ERP · Zoho People · Keka HRIS · LinkedIn Recruiter · Power BI (HR Dashboards) · CRM Automation (Email & WhatsApp) · HRM & LMS Platforms · Google Forms / Survey Analytics · Canva · Zoom
Power Skills	Full-Cycle Recruitment (End-to-End) · Campus Hiring & Academic Partnerships · Recruitment Marketing & Employer Branding · HR Policy & Employee Relations · HR Analytics & Retention Planning · Onboarding & Employee Lifecycle · Boolean Search & Candidate Sourcing · Stakeholder Management & Lead Generation

🏢 WORK EXPERIENCE

Human Resources Executive & CRM VisionTech Group Pvt. Ltd. — Hyderabad	Feb 2026 – Aug 2026
- Drove full-cycle recruitment and campus hiring operations across 50+ academic institutions using HRIS platforms (Odoo HR, Zoho People), screening candidates and coordinating interviews to reduce average time-to-shortlist by 30%. - Administered CRM databases containing 1,000+ candidate and stakeholder records, building Email & WhatsApp automation workflows that improved follow-up response rates by 40%. - Executed employer branding and lead generation campaigns that strengthened college partnerships and generated 100+ business and recruitment leads.	

👤 INTERNSHIP

Human Resources Intern Epitome Training & Recruitment Consultants — Remote (Internship)	Jun 2025 – Aug 2025
- Managed end-to-end recruitment for business and campus roles; sourced 30+ pre-screened candidates and built outreach partnerships with 15 colleges and 50 schools. - Executed targeted outreach campaigns that generated 80+ verified leads for T&D programs, improving candidate conversion rate by 25% via optimized Boolean search and engagement workflows.	

Campus Partnerships Job Portal Sourcing Lead Generation Boolean Search

HR Operations Intern Inno-Tech — Remote (Internship)	Jun 2025 – Sept 2025
- Managed day-to-day HR operations and employee survey data collection; built interactive Power BI analytics dashboards from 200+ employee responses to uncover key workplace pain points. - Applied design thinking to formulate targeted HR frameworks, projecting a 15% increase in employee engagement and a 10% reduction in voluntary attrition.	

HR Operations Power BI Dashboards Design Thinking Attrition Analysis

Human Resources Intern LYB Technology — Remote (Internship)	Jun 2024 – Jul 2024
- Contributed to HR policy development, talent management, employee relations, and workplace conflict resolution to foster a positive organizational culture. - Leveraged HR analytics to drive data-backed decision-making in workforce planning and employee retention strategies.	

HR Policy Development Employee Relations HR Analytics Retention Planning

🚀 PROJECTS

HR Analytics & Employee Experience Optimization	Aug 2025 • Inno-Tech
Dashboard: Built a Power BI dashboard from 200+ employee survey responses, surfacing 5 critical HR pain points and reducing manual reporting time by 60%. Framework: Applied design thinking to propose targeted HR interventions to improve engagement scores by 15% and reduce voluntary attrition by 10%.	
Talent Sourcing & Outreach Automation Campaign	Mar 2025 • Vision Vise Management
Sourcing Campaign: Designed and deployed digital hiring posts across LinkedIn, Internshala, and email channels — generating 120+ applications within 2 weeks with a 35% shortlist rate. Engagement Workflow: Built structured DM & email/WhatsApp follow-up sequences that reduced candidate drop-off by 40% and improved candidate response speed.	

🎓 EDUCATION

Integrated BBA MBA (HR Specialisation) Lovely Professional University — Phagwara, Punjab CGPA: 8.31	2022 – 2026
Senior Secondary (XII) Canossa Convent Girls' Inter College — Ayodhya, UP CGPA: 7.6	Jul 2021 – Mar 2022
Secondary (X) Canossa Convent Girls' Inter College — Ayodhya, UP CGPA: 8.6	Jun 2019 – Mar 2020

🏆 CERTIFICATIONS

Foundations of Human Resource Management SHRM (Society for Human Resource Management) <i>Applied to: Campus Hiring & Policy Development</i>	Jul 2025
Hiring and Onboarding Employees Coursera (University of Minnesota) <i>Applied to: Onboarding workflows at VisionTech</i>	Aug 2025
Human Skills in the Age of AI Microsoft x LinkedIn Learning <i>Applied to: CRM automation projects</i>	Sept 2025
Integrating Generative AI into the Creative Process LinkedIn Learning <i>Applied to: Employer branding graphics & outreach content</i>	2025
Investing in Human Skills in the Age of AI LinkedIn Learning <i>Applied to: Candidate communication workflows</i>	2025

★ CORE COMPETENCIES

- HRIS & ERP Workflow Management (Odoo HR, Zoho People, Keka)
- CRM Sourcing & Email/WhatsApp Outreach Automation
- Power BI HR Analytics & Workforce Insights Dashboards
- High-Volume Campus Hiring & Academic Partnerships

🤝 VOLUNTEER

Sarthak Foundation Lucknow	Jun 2023 – Jul 2023
Delivered 30+ hours of interactive learning to underprivileged children, enhancing foundational literacy and self-confidence.	

🏆 ACHIEVEMENTS

- [Aug 2025] Awarded Letter of Recommendation (LOR) & Letter of Appreciation (LOA) for top performance in HR analytics at Inno-Tech
- [2023] Recognized with Certificate of Participation in Quizzical karma event 2023

🎤 CO-CURRICULAR ACTIVITIES

- [Aug 2025] Anchored Fluent Voice Club Debate Competition (*LPU*)
- [Feb 2025] Hosted Mental Health awareness & wellness session with Radiare Solution (*LPU*)