

Cynthiya Hall



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Bangalore , Karnataka



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SKILLS

- Social media
- Digital Marketing
- Strategic planning
- Content creation
- Lateral recruitment
- Multi-lingual
- Strong communication
- Onboarding and training



LANGUAGES

ENGLISH

Hindi

Kannada

Konkani

Tamil



PERSONAL INTERESTS

- Reading books
- Writing poetry
- Travelling



PERSONAL INFORMATION

Human Resources and Social Media Specialist



PROFILE • ABOUT ME

An Experienced multi-lingual professional having a strong and diverse expertise in the field of Human resources, Content creation and Digital marketing in Sales, Payments and Retail industries. Offering integrity, strong work ethics and sound judgement skills. Motivated to learn, grow and utilize my skills benefitting self and to the company as a whole.



EDUCATION

Accounting and Finance, Bachelor of Commerce

St. Joseph's college of Commerce

Graduated

Jun 2018

Bangalore, Karnataka



WORK EXPERIENCE

Talent Acquisition Specialist

Indianmoney.com

Bangalore, Karnataka

Sep 2018

- Mar 2020

- Identify potential candidates through multiple sources including employee referrals, social networking sites(i.e LinkedIn),Job portals and agencies.
- Conduct Pre-Qualifying round of telephonic screening on candidates before shortlisting them to the Senior management rounds.
- Managed Job postings in sites like Glassdoor,LinkedIn, Indeed WorkIndia etc.
- Administered offer letters,negotiated salaries and prepped candidates for background requirements and on-boarding paperwork.
- Coordinating with the Recruitment team in implementing strategies and plans to achieve the organizational targets.
- Acting as a formal or informal mentor for team members, and key contact for guidance.
- Developed job descriptions on various verticals such as Training and development, Quality manager, AVP- Insurance, Content writers, Content developers, UI/UX Designers, Graphic designers, sales managers etc.
- Establish and maintain meaningful relationships across management and key- cross functional stakeholders internally.

ACHIEVEMENTS

- Promoted from **Volume** to **Lateral hiring** from the **2nd week of joining**.
- The first Hire was a **Human Resource Business Partner** within a **span of 3 weeks**
- Awarded as "**Best Recruiter**" twice for the same year.

Birthday

20/02/1998

Gender

Female

Marital Status

Single

Nationality

Indian

- Recognised by the leadership team for solely closing **30+ Lateral positions in 2 months.**
- Promoted as a **HR "Team Leader"** to train new joiners and delegate responsibilities for the existing team members.
- Hired a **CEO** for our Insurance Broking vertical "Suvision InsuranceBrokers".

Recruitment Specialist

May 2020

Paymentwall Inc

- Aug 2020

Bangalore, Karnataka

- Part of the Global recruitment team where i was focused on hiring for London, San francisco, Cairo, Kiev and Bangalore regions for both IT and Non-IT Requirements.
- Generated specific candidate pool for career opportunities through strategic placement of advertisements, evaluation of applicant credentials, and conducting initial interviews and pre-screening assessments.
- Developed and deepened relationships with college campus representatives to meet with graduating seniors for recruitment.
- Explained all of human resources policies, procedures, laws, standards and regulations to each employee.
- Tracked candidates and pushed for feedback on disqualifications, time-to-fill statistics and other variables.
- Evaluated strengths and weaknesses of candidates through effective screening processes.
- Leveraged social media platforms (Facebook, LinkedIn, Instagram) and online job boards to advertise open positions and engage with potential candidates.

Business Operations Lead

Aug 2020

MOGG'S Coffee Conversations

- Nov 2020

Bangalore, Karnataka

- Part of the founding team where we reviewed company's strategic plans and developed departmental goals and standards to support vision.
- Recruited, hired, mentored and trained content writers and graphic designers on business requirements, policies, duties and to increase the efficiency of the business.
- Solely took care of the company's social media handles such as Facebook, Instagram and LinkedIn to increase followers and revenue via sales to increase revenue.
- Content creation for the websites and the posters for the social media platforms in order to attract customers and excel in this competitive market.
- Handled the backend of the business such as digital marketing, sales and customer satisfactions focused to enhance company's revenue and market value.

**DECLARATION**

I, Cynthiya Hall, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Cynthiya Hall

Bangalore, Karnataka

07/11/2020