

**B. SHISHIR REDDY**

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## 👤 Professional Summary

Enthusiastic and goal-oriented BBA student with a growing interest in Human Resources, Digital Marketing, and organizational development. Equipped with foundational technical skills in programming and web development, complemented by excellent interpersonal and communication abilities. Known for being a proactive team player, eager to contribute to dynamic work environments through creativity, discipline, and continuous learning. Currently seeking an opportunity to apply my knowledge in real-world HR and marketing projects while growing into a strategic and people-centric HR professional.

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## ✂ Core Competencies & Skills

### Technical Skills:

- Programming: C, C++
- Web Technologies: HTML, CSS, JavaScript, React (Basic proficiency)
- Productivity Tools: MS Office Suite (Word, Excel, PowerPoint), Google Workspace

### Soft Skills:

- Strong Communication & Public Speaking
- Critical Thinking & Analytical Reasoning
- Collaboration & Team Leadership
- Time Management & Adaptability
- Empathy & Conflict Resolution

### Domain Interests:

- Human Resources & Talent Management
- Digital Marketing & Branding
- Organizational Behavior
- Employee Engagement & Training

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## 👜 Professional Experience

## **Digital Marketing Intern**

*Shloka International School, Hyderabad*

**June 2024 – August 2024**

- Supported the planning and execution of online marketing campaigns across various platforms
  - Created and scheduled social media posts to increase engagement and visibility
  - Contributed to brainstorming sessions for improving brand outreach strategies
  - Assisted in analyzing digital performance metrics to enhance campaign effectiveness
  - Participated in team meetings, learning agile methodologies such as daily stand-ups and sprint reviews
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## **🎓 Education**

### **Bachelor of Business Administration (BBA)**

*K L H Global Business School*

*Hyderabad, Telangana*

*Expected Graduation: 2027*

- Relevant Coursework: Organizational Behavior, Marketing Principles, Business Communication, Human Resource Management
- Projects: Team Research on Modern HR Practices, Survey on Digital Media Impact on Student Productivity

### **Senior Secondary Education (11th & 12th Grade)**

*Meluha International School, Hyderabad*

- Focus: Business Studies, Economics, English

### **Secondary Education (10th Grade)**

*Akshara International School, Hyderabad*

- Achieved distinction with consistent academic performance
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## **📜 Certifications & Courses**

- **Digital Marketing Certification** – Shloka International School, 2024
  - Introduction to Human Resource Management – *(Add if you've completed online courses like Coursera, Udemy, etc.)*
  - Soft Skills & Personality Development – *(Add if applicable)*
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## **🌐 Languages**

- **English:** Fluent
  - **Telugu:** Native
  - **Hindi:** Intermediate
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## Career Objectives

To pursue a career in Human Resources where I can utilize my interpersonal skills, marketing insight, and academic foundation to foster positive work environments, improve employee experiences, and contribute to strategic organizational growth. I aim to continuously evolve through learning, mentorship, and hands-on experience in the fields of HR and digital communication.