

Shreya Kaware

Deendayal Nagar, Nagpur

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Professional Summary

Results-driven HR and Operations professional with extensive experience in recruitment, employee engagement, process improvement, and SEO management. Adept at streamlining operations, optimizing HR strategies, and coordinating cross-functional teams to drive business success.

Core Competencies

- Recruitment & Selection
 - Employee Engagement & Training
 - Managing end to end operations
 - Process Improvement & Optimization
 - Social Media & SEO Management
 - Social Media Strategy and Engagement
 - Strategic Planning & Problem-Solving
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Professional Experience**Epione Healthcare Pvt Ltd (FixHealth)**

Senior Operations Executive | Nov 2022 - Dec 2024

- Managed end-to-end operations to streamline processes for optimal performance.
- Spearheaded recruitment and selection processes, ensuring top talent acquisition.
- Conducted training and induction programs for new hires of Physiotherapists.
- Collaborated with cross-functional teams to enhance efficiency.
- Identified and resolved technical system glitches to maintain workflow.

Mude Consultancy Services Pvt Ltd

HR & Operations Team Leader | Feb 2022 - Nov 2022

- Led the HR and operations team in managing recruitment processes via multiple job portals (Naukri, indeed, etc.).

- Designed and delivered training sessions for new employees.
- Conducted training programs for colleges like GS Commerce college (Nagpur, Wardha)/ C.P. Berar college, Yashoda college
- Developed **content strategies** to enhance brand awareness and audience growth.
- Conducted A/B testing for ads to maximize conversions.
- Core Decision maker for visually appealing creatives
- Oversaw SEO project and managed corporate social media accounts.

Factory Rates International Limited

HR Executive | Dec 2020 - Dec 2021

- Oversaw SEO for Company website
- Thorough keyword analysis to improve SEO Ranking
- Managed company Facebook and Instagram accounts and run the paid campaigns
- Developed **content strategies** based on keyword research for better visibility.
- Conducted induction programs and employee training sessions.
- Developed employee retention strategies and engagement activities.
- Conducted counselling and offer negotiations with distributors of FMCG Market

Sansoft Web Technologies Pvt Ltd.

SEO Executive | Sep 2019 - Sep 2020

- Handled more than 50 projects for SEO
- Keyword research for better ranking and positioning in google
- Handled analytics and webmaster tool
- Developed **Search, Display, and Video ad campaigns** with A/B testing strategies.
- Led SEO initiatives, including website management and social media handling.

Education

- **MBA - HR & Marketing** | RTMNU
- **BBA - HR** | RTMNU
- **HSC - Science** | Maharashtra State Board

- **SSC** | Maharashtra State Board
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Certifications & Skills

- MSCIT Certification
 - Human Resources Management
 - Strategic Management
 - Entrepreneurship & Family Business
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Additional Information

- Strong interpersonal and communication skills.
 - Passionate about optimizing strategies and business operations.
 - Proactive problem solver with a strategic mindset.
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