

SHREEYA REKHI

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LOCATION | Shahdol, INDIA
EXPERIENCE | Fresher

Key Skills

- Communication Skills
- Basis Of Lean
- Data Visualization
- Data Set Handling In Excel
- Pay Metrix And Positioning
- Process Mapping
- Feedback Giving
- Empowering With Insights
- Continuos Improvement Tools
- Critical Thinking
- Brainstorming Creativitu
- Data Analysis
- Strategic And Analytical Thinking
- User Research
- Written Communication
- Decision Making
- Design Thinking
- Marketing Research

Hobbies

- Dancing Story Writing

Profile Summary

A dedicated and detail-oriented individual with a strong academic background in [Field] and impressive internships. Completed diverse virtual internships at global companies, including GE Aerospace and lululemon, showcasing effective HR skills, lean methodology application, and strategic marketing prowess. Recognized for delivering constructive feedback, devising integrated marketing plans, and analyzing key marketing metrics. Proficient in lean methodology, strategic thinking, and creative problem-solving. Seeking opportunities to leverage expertise in HR and marketing strategies to drive tangible results for an innovative organization.

Internship

Virtual internship at GE aerospace, 10 Days

GE Aerospace Explore Human Resources Job Simulation on Forage - August 2024

- Completed a job simulation involving using key HR tools and skills to help improve the HR systems at GE Aerospace
- Provided constructive feedback to a team member to help them develop and improve their performance
- Implemented the Lean Methodology by applying it to a simple everyday routine or process
- Prepared recommendations to managers in terms of which employees should receive pay rises or adjustments based on compa-

ratios and established pay ranges

Virtual internship at lululemon, 15 Weeks

lululemon Omnichannel Marketing Job
Simulation on Forage - September 2024

- Completed a job simulation involving building a new digital and omnichannel marketing strategy product for lululemon.
- Created an integrated marketing plan and creative brief for lululemon's newest at-home fitness platform, MIRROR, designed raise awareness of the product and core values relevant to lululemon's position within communities.
- Developed a concept for a new digital product or customer experience that lululemon could implement within the technical athletic apparel space.
- Reviewed the profiles of current lululemon global ambassadors and create hypothetical profiles for local ambassadors to further lululemon's new ???Power of Three x 2 Growth Strategy???.
- Calculated key marketing metrics based on data from a recent lululemon ambassador campaign and communicated findings from the data to manager.

Virtual internship at BCG, 5 Days

BCG Introduction to Strategy Consulting Job
Simulation on Forage - September 2024


- Learned how to think creatively by challenging the assumptions that guide today???'s thinking.
- Used effective brainstorm strategies to generate ideas to help a fictional luxury clothing company increase sales revenue.

Education

MBA/PGDM - HR/Industrial Relations
2024

Chandigarh University, Mohali

Grade - 7.2%

 **B.B.A/ B.M.S - Management**
2016

Prestige Institute of Management and
Research, Indore