



HIMA BINDU CHEERA

CONTACT

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- Hyderabad

EDUCATION

- SHRI VISHNU ENGINEERING COLLEGE FOR WOMEN(A): BHIMAVARAM 2023- 2025**
 - Master of Business Administration (HR & Marketing Specialisation)
 - GPA: 7.8%
- BRR & GKR CHAMBERS DEGREE COLLEGE, PALAKOLLU 2020-2023**
 - Bachelor of Business Administration
 - GPA: 8.11%
- SRI CHAITANYA JNR. COLLEGE, PALAKOLLU 2018-2020**
 - MPC Background
 - GPA: 8.6%

LANGUAGES

- English
- Telugu

SOFT SKILLS

- Time Management
- Project Management
- Adaptability
- Good Communication

OBJECTIVE

Dedicated and organized MBA graduate with a specialization in Human Resource and Marketing, seeking an HR Executive role to contribute to effective HR operations, recruitment, and employee engagement. Eager to apply my academic knowledge and strong interpersonal skills to support talent acquisition, HR policy implementation, and foster a productive and positive workplace culture.

PROJECTS

- Comparitive Analysis between DELL & HCL TECHNOLOGIES**
Conducted a comprehensive comparative analysis of DELL and HCL Technologies to evaluate their HR strategies, financial performance, market positioning, and technological innovations. The analysis provided insights into strategic decision-making and performance benchmarking in the IT industry. 2024

- Impact of Digital Marketing Strategies on Consumer Behaviour with Special Reference to Swiggy and Zomato**

This project aimed to analyze how digital marketing strategies influence consumer behavior in the online food delivery sector, focusing specifically on Swiggy and Zomato. The study examined various digital marketing tools such as social media marketing, mobile app promotions, influencer marketing, and personalized notifications. Comparative insights between Swiggy and Zomato helped highlight best practices and areas of improvement in digital outreach and customer-centric marketing. 2025

INTERSHIP

- Human Resource Recruiter - Ramky Infra & Developers Pvt Ltd (On-site)**

In this internship I was involved in the end-to-end recruitment process. My responsibilities included sourcing and screening candidates, coordinating interviews, and assisting with onboarding procedures. I gained practical experience in handling job portals, conducting initial HR rounds, and maintaining candidate databases. This internship helped me improve my communication skills, understand recruitment strategies, and get hands-on exposure to corporate hiring practices.

TECHNICAL SKILLS

- MS Office (Word, Powerpoint, Excel)
- Google Sheets

DECLARATION

- I hereby declare that all the information provided above is true and accurate to the best of my knowledge.