

**NAYANTARA YADAV**

535 W Glenn Ave, Apt. 114 Auburn AL 36832

+1(865)-244-5415 || [nzy0015@auburn.edu](mailto:nzy0015@auburn.edu)

Management professional with eight years of extensive experience in HR and Marketing in the education, banking and community service.

**EDUCATION**

2019- Present	PhD in Management	Auburn University
2017- 2018	MS in Management & Human Resource (GPA-3.79)	University of Tennessee, Knoxville
2004-2007	Bachelor of Commerce (Accounts & Statistics)	MS University, Vadodara, India

**WORK EXPERIENCE**

**Jan 2018- May 2018, Teaching Assistant** **University of Tennessee, Knoxville**  
**(Temporary Assignment)**

- Teaching INFOR Global HR software to a class of 80 undergrads (HRM 481)

**2015- 17, Head of HR and Marketing (Chapter of JOSH)** **AAROGYAM Ghaziabad- India**

- Spearheaded talent acquisition, training and development and employee engagement of 70+ staff.
- Managed vendor relations for HR and marketing related procurement needs.
- Institutionalized organizational values in employees and processes.
- Provided service leadership related to Marketing and Communications of business including social media marketing for enhancing the brand image.  
Conducted Action-Research Project to empower women from an underprivileged background by providing them education and employment training
- Ensured that high-quality services are delivered effectively, efficiently and consistently for direct or indirect communications.
- Analyzed and monitored performance improvement strategies within the organization
- Assisted HR project team with technical issues related to the HRIS system.

**2011-15, Sr. HR Executive** **VR EDUPHILES PVT. LTD., Gurgaon-India**

- Managed hiring and employee engagement of full-time and contractual staff spread across India.
- Worked closely with the Marketing Head to establish a team of 50 marketing consultants.
- Established local publishing in seven locations and collaborated with 140+ retailers.
- Helped increase the workforce by 400% over 3 years and introduced employee relation & retention tools to minimize attrition.
- Incorporated policies around performance management, onboarding & induction, responsible for the resource management and staff supervision.
- Collaborated with marketing to launch 10+ titles across 60+ countries under constrained budget in a span of two years.
- Responsible for market research and launching books through amazon.com.

**2010-11, HR Consultant** **SANDESH PRESS, Ahmedabad- India**

- Assisted clients in building & maintaining financial portfolios by providing Financial/Investment Advisory Services.
- Conducted reader surveys and suggested strategic changes that increased segment sales by 10% over a period of one year.

- Worked with the editorial and creative teams to come up with ways to best represent the client and meet the budget.
- Participated in the quarterly market research program to generate and screen new ideas for brand development.

**2007-08, Asst. HR Manager**

**ING VYSYA BANK, New Delhi - India**

- Attained 100% client retention for a client base of 30 companies and acquired new clients for the gold card membership.
- Responsible for the acquisition of Savings Accounts and Current Accounts (Premium).
- Responsible for cross-selling products like Life Insurance and General Insurance.
- Used strategic cross-selling to exceed selling by 50%.

**2008-2010 & 2012-2015, Volunteer (Part Time)**

**JOSH (Community Service), New Delhi - India**

- Handled the websites, social media and all marketing promotions regarding raising money and viewership for the programs and events.
- Conducted campaigns which redirected client donation funds to a destination that provided opportunities of tax exemption for clients
- Volunteered to empower women from an underprivileged background by providing them education and employment training.
- Helped with community program, which started to involve urban poor youth and the larger community living in slums and resettling them in colonies of Delhi.

**RESEARCH INTEREST:**

Abusive Supervision, Psychological Capital, Ethical Voice, Leader Humor

**PROJECTS**

Business Fundamentals - 'First Tennessee Bank'. Supervisor: Prof. Russell Crook, UTK TN

- Analyzed the threats to First Tennessee Bank
- Done a SWOT analysis to understand the industry trends
- Provided recommendations to overcome the competitors

Data Driven Decision making – 'SportsClips Consulting Proposal'. Supervisor: Prof. Jackie Jacobs, UTK TN

- Analyzed the current strategic challenges
- Conducted Pretest-Posttest Control-Group Design
- Recommended an All-Star Rewards program

Strategic Rewards Management- Supervisor- Dr. Debbie Mackey, UTK TN

- Created pay grade structure for Healthcare Industry
- Constructed salary structures within Infor global HR software
- Worked on how to build salary structures and assign rates
- Analyzed the concepts and types of technologies used in the compensation and benefits

**ACHIEVEMENTS / AWARDS**

- Awarded scholarship for attending SMA Pre-Doctoral Consortium'18, at Lexington, KY
- Awarded 'Employee of the Year', VR Eduphiles, 2013
- Awarded 'Most Valuable Contributor', Aarogyam, 2016
- Winner of Business Plan competition at IIM Bangalore amongst 34 participating teams.
- Treasurer and General Secretary of Toastmasters club (Speaking and debating club) at IIPM for two years.
- President of the student's council at IIPM, Ahmedabad.
- Awarded Certificate of Honor for academic performance at IIPM, Ahmedabad.

**SKILLS:**

- MS Word, MS Excel, Proficient in creating and managing complex, connected workbooks/sheets, manipulating/segmenting data (e.g., pivot tables, filtering), constructing macros, and generating complex formulas and calculations.
- Data management: querying, filtering, extraction, visualization, managing unstructured dataset and dataset with missing values
- Quasi- experimental design, questionnaire design, ANOVA, Hierarchical based regression
- Regression classification: linear and non-linear classification, mixed effects models
- Ability to query databases and perform statistical analysis (correlation analysis)
- Worked on Infor software and HRIS systems

**REFERENCES:**

Dr. Terry Leap, Lawson Professor of Business Administration, University of Tennessee ([tleap@utk.edu](mailto:tLeap@utk.edu))

Dr. Timothy Munyon, Associate Professor, University of Tennessee ([tmunyon@utk.edu](mailto:tmunyon@utk.edu))

Dr. Cheryl Barksdale, Senior Lecturer & Director of the MS in Management & HR Program, University of Tennessee ([cbarksd1@utk.edu](mailto:cbarksd1@utk.edu))

Dr. Debbie Mackey, Distinguished Lecturer, University of Tennessee ([dmackey@utk.edu](mailto:dmackey@utk.edu))

Dr. Tamara Crook, Lecturer, University of Tennessee ([tcrook1@utk.edu](mailto:tcrook1@utk.edu))

Mr. Guninder Pal Singh, Senior VP, VR Eduphiles Pvt. Ltd. ([guninderpalsingh@gmail.com](mailto:guninderpalsingh@gmail.com))