

VAIDEHI MUNDHRA

| Kolkata, India | Age 26 | LinkedIn: [linkedin.com/in/vaidehi-mundhra-4845a2174](https://www.linkedin.com/in/vaidehi-mundhra-4845a2174) |

EDUCATION

The University of Melbourne, Melbourne, Australia

Jul 2019 – Dec 2022

Bachelor of Arts (Media & Communication) | CGPA: 70.21%

Activities: AIESEC, ENACTUS, Women in Business

Relevant Coursework: Brand Management, Advertising in Media, Digital Media Research, Organizational Behavior

La Martiniere for Girls, Kolkata, India

2018

ISC (Class XII) | 96.5%

EXPERIENCE

ARCL Organics Ltd., Kolkata, India

May 2023 – Present

Associate – Strategy & Change Management

- Partner with the Chairman & CMD's office on strategic initiatives supporting scale-up and internationalization.
- Lead talent acquisition across woodworking/plywood, feed additives, construction chemicals, and phenolic resins; track key metrics (cost per hire, time-to-fill, source mix, diversity) to improve hiring efficiency.
- Design HR policies and training frameworks to support professionalization and succession readiness.
- Support international partnerships (e.g., Willamette Valley Company, Capital Resin) and coordinate cross-functional projects across expansions, technology upgrades, and sustainability; contribute to corporate narratives and branding.

ADP India, India

Jul 2022 – Nov 2022

Human Resource Intern

- Sourced and screened candidates across multiple channels; coordinated structured interviews and evaluation.
- Drafted and refined job descriptions aligned to role requirements and market benchmarks.

- Partnered with hiring managers on offers and onboarding; analyzed recruitment metrics to identify bottlenecks and strengthen employer branding.

Century Ply, Kolkata, India

Mar 2021 – Jul 2021

Social Media & Digital Marketing Intern

- Created and managed the company LinkedIn presence (content calendar, post copy, basic creatives) aligned to brand voice.
- Tracked performance (reach, engagement, follower growth) and shared insights to improve content formats and publishing cadence.
- Supported employer branding and business enquiry campaigns; coordinated with internal teams for timely publishing.

Classic Furniture & Furnishings Pvt. Ltd., Delhi, India

Mar 2019 – Jul 2019

Marketing Intern

- Analyzed product performance and marketing ROI; supported online marketing strategy with the team.
- Recommended adoption of email marketing, CRM, social media campaigns, and mobile initiatives; contributed to growth in online orders (up to ~50% of total).

ACHIEVEMENTS

- Founded Teach Uttarakhand and mentored 30 local children through tutoring and English vocabulary sessions (2017–2019).
- Led 'Creation' annual environmental fundraiser as President, Nature Club (La Martiniere for Girls), organizing inter-school events (2017–2018).

PRO BONO EXPERIENCE

Teach Uttarakhand, Rudraprayag, India

Apr 2017 – Jun 2019

Founder

- Mentored 30 children in Maths, Science, English, and Social Sciences; conducted vocabulary sessions to build fluency and confidence.

Snegam Social Welfare Foundation, Kolkata, India

Jun 2016 – Jun 2018

Teaching Assistant

- Conducted communication skills classes for children aged 5–16; created lesson plans and weekly quizzes to strengthen language skills.

EXTRA-CURRICULAR ACTIVITIES

Nature Club, La Martiniere for Girls, Kolkata, India

Apr 2017 – Jun 2018

President

- Organized 'Creation,' an annual environmental awareness fundraiser and hosted nature-themed inter-school events.

SKILLS

MS Office (Word, Excel, PowerPoint) | Adobe Illustrator & Photoshop | HRMS | Social Media Marketing

Languages: English, Hindi, Bengali