

# KEERTI DUBEY

## About me



A qualified HR professional with almost 9 years of rich experience where I can oversee the attraction, induction and branding. As a true professional, I am always mindful of the confidential nature of HR work at both the operational and strategic level. I have an expertise in Employee Engagement, Internal & External Communication and HR Business Partnering

## Contact

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## Education



**MBA (HRD)**

Institution: University of Delhi, 2016



**LL.B**

Faculty of Law, University of Delhi, 2014



**B.A. (Hons.) Economics**

Lady Shri Ram College for Women (LSR),  
University of Delhi, 2011

## Languages

English

Hindi

## Skills

- Employee Engagement
- Social Media Branding
- Internal & External Communication
- Grievance Handling
- PIP, Probation, Confirmation
- Recruitment & Onboarding
- People Policies
- Exit Management
- HRMS- Darwin Box, ESS, Qandle, Amber
- Stakeholder Management
- Employee Branding
- Employee Pulse & Assimilation
- Learning & Development
- GPTW, Surveys, Feedbacks
- Canva, Chat GPT, Naurkri, LinkedIn Employer

# Work Experience



**JAGRAN NEW MEDIA- Senior Manager HR**

**Aug 2022-Present**

- Leading a team of 4 HRBPs
- Reskilling and upskilling: Identify training needs and assist the L&D team in aligning training programs with business objectives.
- Conduct weekly or bi-weekly meetings with business leaders and provide HR advice where necessary.
- Be up-to-date on employment laws and regulations, as well as other legal requirements regarding people management, to help leaders ensure compliance.
- Helping line managers in addressing organizational, people, and change-related issues.
- Implement HRM interventions on employee wellness, diversity and inclusion, or talent management. 30- 60 - 90 days intervention for all new joiners. Weekly meeting with the stakeholders. Planning Skip Level Meetings .
- Working together with the manager and HR team to solve conflicts and help facilitate positive employee relations, maintain a good working environment, build morale, and decrease unwanted turnover.
- Exit Management – Taking exit interviews and working on the improvement areas with the HR Head.
- Team and self certifications. Mentorship Program and Competency Based Hiring SOP
- Developing HR policies and procedures, managing employee relations
- Closure of disciplinary cases along with the respective HRBP, Keeping track of PIP cases, performance discussion with the respective head and helping them with interventions
- New HC Hire as per assigned timeline, Replacement within 40 days cycle, critical hire in 35 days timeline, Maintaining the budgeted cost of new and replacement hires, increase the
- Cost Saving, Building External Database for Critical Positions. (HODs & Next Lines)
- Driving internal pulse survey across all departments & submitting the department wise report with the action plan. Achieve a Score of 90 & Drive Action Plan with the heads & Assisting the head HR in GPTW survey and culture audit
- Change Management to HRMS- DarwinBox



**THE PRESS TRUST OF INDIA (PTI)- Manager HR**

**Dec 2019-Aug 2022**

- End to End Employee Life Cycle Management
- HR Business Partner for Video Services and Editorial.
- Stringer Management
- Recruitment, Joining, Onboarding, Induction, Query Management,
- Employee Engagement, HR Operations, Stakeholder Management, Talent Management
- Exit Analysis
- Consultant Hiring, Contract Renewals, Legal Compliances
- Medclaim Data
- Internal and External Communication



- Managing end-to-end Employee Life Cycle
- Designing and implementing of effective HR systems, policies and practices across the company
- Creating and executing high-quality systems and processes in the areas of Recruitment and On boarding, Exit Management
- Internal and External Communication
- Consultant Hiring, Contract Renewals, Legal Compliances
- HRMS- Qandle



- End to end Recruitment, Hiring, On-boarding, Induction, Joinings
- HR Data Management- Organization Structuring, Personal File Maintenance, Employees' Data Maintenance, Letters' Generation i.e. Appointment Letter, Increment Letter, Absconding letter, Termination Letter, Warning letter, Experience & relieving letters, Position Management, Internal Movements
- Performance Management- Periodical reviews & discussions with each employee and their respective managers for Appraisals, Review & Manager's feedback analysis, Individuals/functions' KPI finalization & Implementations, Increment analysis & finalization
- Employees grievances & queries Related to Payroll /Tax/Compliance, Employees grievances & queries Related to Performance Management/Increment
- Process & Policy, Legal Compliances
- Exit Management
- Incentive Scheme



**HR Manager- HR Business Partner Revenue Team & MX Player**

- Workforce Planning - Forecasting talent and capability requirements required to execute the business strategy
- Responsible for creating and driving recruitment strategy in alignment to business needs
- Responsible for on-boarding of new joiners. Responsible for the learning and development of the business teams
- Drive the goal setting and performance appraisal process
- Work with HR COEs to deploy the organization wide programs by customizing it to the business needs
- Revenue Team Incentive Management and Error Free payout

**Employee Engagement & Internal Communication**

- Sparking connections across businesses & teams, through
- business specific, need-based engagement initiatives
- Conceptualize and run talent engagement programs
- Upgrade the internal communication channel mix
- Content management for HR portal, help desk, corporate website career page etc.
- Launch and marketing communication for HR initiative

# CERTIFICATIONS

**Accelerating Effectiveness with  
Arbinger**

**Aon Hewitt Certified Human  
Resource Professional program**

**AMCAT Certified Proficiency in  
English & English Comprehension**

**Indian Labor Laws and Statutory  
Compliances**

**Masterclass on Evolving Careers in  
the VUCA World**

# INTERNSHIPS

**Deloitte USI  
(Business Analyst (June 2015 - July 2015)- Hyderabad,  
Telangana, India Organization Transformation and  
Talent)**

**EY Compliance Intern  
June 2012 - August 2013)- Prepared various checklists  
under different legislations applicable to different  
industries across India. Ventured into various  
compliances in relation to labor, commercial, tax and  
laws related to environment. Extensively researched  
Central and State Acts and Rules**

# TRAININGS

**Talent Agilist- IIMjobs**

**Time Management- Great Learning**

**Leadership & Management- Great Learning**

**Effective Communication & Writing Skills- Great Learning**

**ChatGPT for HR- Great Learning**

**India Writing Project**

**How to make a LinkedIn Profile**

**Introduction to Digital Marketing Fundamentals Course**

*Just be ordinary and nothing special. Eat your food, move your bowels, pass water, and when you're tired, go and lie down. The ignorant will laugh at me, but the wise will understand.  
(Bruce Lee)*