



Meet Ms.

Aparna Rajagopalan

Human Resource Hiring Manager | 33 yrs
Algorithm Systems Bangalore, India

#Achiever

About Aparna

Aparna is a 33 year old woman with over 4 years of HR experience. She has completed her Bachelors in Business Administration and Masters in Human Resources Administration. She has experience in both small & large organisations and is currently working in a large enterprise level IT services company.

She is a strong communicator and due to her professional background, she is able to adapt her communication style to talk to different stakeholders such as candidates, head of departments, other hiring managers and executives. She values honesty & transparency making her able to take feedback and collaborate with others to achieve a common goal.

She is married to an IT professional and they have a young 2 year old daughter. She values work-life balance and is a pioneer of inclusive policies in her company.

Persona Differentiator

- Mid to high level position in the HR function
- Networks in conferences to increase company recognition
- Has 4 years of HR experience, with 2 years of experience only in talent acquisition.
- Very committed to inclusivity and diversity.

Key Tasks

- Developing a recruitment strategy
- Sourcing candidates and Publishing jobs
- Screening and interviewing candidates
- Scheduling and managing the hiring process
- Collaborating with head of departments and upper management.
- Tracking and reporting on recruitment metrics

Pain Points

- She finds it difficult to attract and land top talent due to intense competition.
- She feels that it is challenging to make the right kind of offer as the good ones getting multiple offers at the same time.
- She is usually put under high pressure from the organisation for urgent hiring requirements.
- She finds it difficult to measure and track the recruitment related metrics as she is burdened with a multitude of other tasks.
- She is very busy with the number of people and job boards she needs to coordinate and may lose some critical information in the process.
- She finds matching the right people for the right job is challenging as there always seems to be a shortage of specific types of people/ skills that her company needs.
- She has difficulty in testing employees fairly and accurately.
- As she does not have the subject matter expertise, she is unable to answer some of the candidate questions which are technical in nature.
- She finds it is tricky to align employer branding & candidate perception perfectly.
- She usually has limited time and resources for hiring the candidates which may harm the candidate experience.

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Firmographics

Industry Type	Consumer Discretionary	Energy & Utilities	Financial & Insurance Services	Healthcare
	Industrials	Verticals	Telecoms & Media	Real Estate
	Raw Materials & Natural Resources	Information Technology	Business Services	
Organisational Size	Micro (1-10)	Small (11- 500)	Medium (501 - 5000)	Large (5000+)

Demographics

Gender	Male	Female	Transgender	LGTQ+
Age	18 to 35	35 tot 50	50+	
Education	Uneducated	High school	Graduate	Post Graduate
	Honours (PhD)			
Economic Status	Lower	Middle	Upper-Middle	High
Designation	Full-time Individual Contributors	Option name	Option name	Option name
Accessibility	Fully abled	Color blinded	Blind	Temporary disabled
	Disabled			

Geography

Target Market	India	US	Europe	Africa
Target Segment	Urban	Semi-Urban	Rural	

Psychometrics

Spoken/Written Language Proficiency	Little	Medium	Fluent	
Subject Matter Expertise	Beginner	Intermediate	Expert	
Technology usage Proficiency	Beginner	Intermediate	Expert	
Data-Driven & Analytics	Beginner	Intermediate	Expert	
Lifestyle Traits	Innovators	Thinkers	Achievers	Experiencers
	Believers	Strivers	Makers	Survivors
Cognitive Tolerance	Low	Medium	High	
Influence Level	Low	Medium	High	

Behavioural Pattern