



ARAVIND BK

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https://aravindbk.in/

Skills

- AI-Driven Talent Acquisition & Automation
- Executive & Leadership Hiring
- DEBI Strategy & Implementation
- Recruitment Process Transformation
- Employer Branding & Social Media
- Stakeholder Engagement & Influence
- University Relations & Early Careers
- Talent Analytics & Market Intelligence

Summary

Visionary Talent Acquisition Leader with 20+ years of experience architecting high-impact recruitment strategies, building world-class teams, and driving digital transformation in talent acquisition. Expert in leveraging AI, automation, and data analytics to deliver exceptional hiring outcomes, accelerate business growth. Recognized for pioneering initiatives, forging industry-academic alliances, and elevating employer brands on a global scale.

Experience

Rakuten

Associate Director–Human Resources

2017

- Spearheaded Rakuten India's rapid expansion, scaling the workforce by 1400% from 100+ to 1500+ across Analytics, Research, and Data Science, directly supporting business growth.
- Transformed talent acquisition through the implementation of Prompt Engineering in TA Automation, achieving significant improvements: Reduced time-to-fill by 20-30% through AI-powered outreach and screening; Improved candidate quality and fit by 15-25% using AI-driven interview prompts; Increased recruiter efficiency by 25-35% by automating job description creation and interview scheduling; Elevated candidate experience, resulting in a 5-10% increase in offer acceptance rates; Minimized unconscious bias through standardized, AI-generated interview templates, promoting equitable hiring practices.
- Championed and executed DEBI initiatives: Launched targeted outreach programs and inclusive hiring practices in collaboration with employee resource groups; Developed and delivered comprehensive DEBI training programs for hiring managers and interviewers; Implemented robust metrics to track and drive DEBI progress throughout the recruitment lifecycle.
- Cultivated strategic industry-academic partnerships: Led the "Moonshot Project" with leading universities, fostering innovation and research in AI/ML; Established a sustainable talent pipeline for advanced AI roles through strategic academic alliances; Enhanced Rakuten's reputation as a leader in AI/ML innovation.
- Managed the International Internship Program with Chuo University, Japan, providing valuable cross-cultural experiences and strengthening global talent pipelines.
- Drove innovation in talent acquisition processes through automation, performance dashboards, gamification, and social media rebranding, resulting in increased efficiency and engagement.
- Directed senior leadership hiring, workforce planning, and proactive talent pipelining, leveraging actionable market insights to inform strategic decisions.

Datamatics Vista Info Systems Limited

Manager Resourcing

2015 - 2016

Allianz (ACIS)

Manager – HR

2015 - 2015

Virtela India

Manager – Talent Acquisition

2013 - 2015

Microland Limited
Recruitment Manager

2010 - 2013

Xchanging
Talent Acquisition Partner

2007 - 2010

Staffing Companies
Talent Acquisition Specialist

2003 - 2007

Projects

- Implemented AI-powered tools to streamline recruitment, improve candidate quality, and increase recruiter efficiency.
- Developed and implemented DEBI strategies to promote diversity, equity, and inclusion in the workplace.
- Partnered with universities to advance AI/ML innovation and build a future-ready talent pipeline.
- Enhanced employer brand through strategic social media campaigns, attracting top talent and improving brand perception.
- Created dashboards to track recruiter performance, identify areas for improvement, and drive data-driven decision-making.
- Developed and implemented strategies to improve employee retention and re-engage former employees.
- Conducted candidate experience surveys to gather feedback and identify opportunities to improve the candidate journey.

Education

Bangalore University
MBA - Human Resources & Marketing

Accomplishments

- Awarded the Rakuten Excellence Award for six consecutive years, recognizing exceptional contributions to the company's success.
- Received the Pat on the Back Award for exceptional teamwork and collaboration.
- Awarded the Customer Centric Award for consistently exceeding customer expectations.
- Earned the Gem Spot Award for demonstrating exceptional innovation and creativity.