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## **PROFILE**

- ❖ Overall 12 years of experience in the field of Translation, Content Writing, Quality & Pricing for ecommerce industry.
- ❖ Re-entering the workforce after taking some time off as a mother while staying engaged with the writing industry through occasional freelance work.
- ❖ Demonstrated effectiveness in maintaining quality of work by being competitive and have taken extra responsibilities to handle the team.
- ❖ Hands on experience in using Excel, Power Point, various internal audit tools and writing content for website.

## **PROFESSIONAL EXPERIENCE**

### **Freelance Translator (2010-till date)**

I have overall 12 years of experience in the field of translation, in/from English, Assamese and Bengali languages. I am a full fledged Freelancer Translator dealing with all sorts of projects in the education and health care domain from translation to proofreading and quality check before it's delivered to the client, or as per client's requirements.

#### **Key Skills**

- ❖ Creative Writing Skills like Articles / Adv. contents/ICFs & blogs etc.
- ❖ Translation from English to Bengali & Assamese languages.
- ❖ Proofreading.
- ❖ Quality check.
- ❖ Editing & Modifications.

### **Perpetuity Online Services Private Limited, Noida (2016 – 2018)**

Mall Shopee, is a hybrid digital online and offline model from Perpetuity Online Services Private Limited, Noida which will bring a revolution to the e-commerce and retail world. It is a platform which will bring the pan India malls in one platform. Perpetuity partners is a multinational start up with offices in India and United States.

#### **Designation: Assistant Manager (Content Team)**

##### **Key Responsibilities**

- ❖ Have work single handed for the development of the content for the website
- ❖ Writing articles, FAQs & product description for MallShopee
- ❖ Innovating tag lines, punch lines and titles for Social Media Advertisements
- ❖ Writing SEO content for user engagement
- ❖ Web content and one pager for retail magazine
- ❖ Writing the script for USP videos & animated videos
- ❖ Worked on the brochures and pamphlets for B2B & B2C

### **Getit Stores Pvt Limited, Noida (2015 – 2016)**

AskMe, the flagship product from GetitInfomedia, is your one stop destination to find information related to anything and everything; be it restaurants, travel, matrimony, jobs, education, mobile, gadgets, etc. We cater to your immediate and impulsive requirement of information on mobile, internet and voice. AskMe has an extensive directory of information from across India that is both accurate as well as diverse.

AskMeBazaar "Online Shopping Indian Style" is an effort to recreate the great Indian shopping experience online. Defined by its simple, easy to use buying process with basic Indian features, we are a bazaar with many stores from across India.

#### **Designation: Senior Executive (Business Excellence & Content Team)**

- ❖ To maintain the quality of content for Askmebazaar catalog.
- ❖ Performing QC to clean up the content and to provide the accurate details.
- ❖ Worked closely with Furniture Category Team and has helped in giving proper content with detailed description.
- ❖ As a part of SWAT team, have worked as a content writer for Askme and Askmebazaar.com.
- ❖ Have maintained 100+ productivity & maintained 100% quality.
- ❖ Initiated improvement ideas for betterment in process & business.
- ❖ Got good feedback from Stakeholders for category work.
- ❖ Have written crisp and catchy content for deals like hotels, spa and salon all over India and to update the same

on company website along with managing all the content.

- ❖ Handling a team of content writers and distributing work to them.
- ❖ I have an experience in writing product descriptions on various Men and Women fashion apparels like footwear, shirts, t-shirts, sunglasses, wrist watch, jewelry, ethnic wear and lots more.
- ❖ On the top of that, I also know to upload such products on website to make them live for customers.

### **Amazon Development Centre (India) Private Limited, Bangalore (2011 – 2014)**

Amazon.com is one of the largest Internet-based retailers with existence in separate retail websites for United States, United Kingdom & Ireland, France, Canada, Germany, The Netherlands, Italy, Spain, Australia, Brazil, Japan, China, India and Mexico.

### **Designation: Senior Process Associate (Competitive Monitoring Team) & Product Ads Auditor (Catalogue Quality Team)**

#### **Key Responsibilities**

- ❖ To maintain the catalog quality of Amazon for various countries like United States, Canada etc.
- ❖ Performing audits to clean up the Amazon catalog and to provide the customer a better shopping experience.
- ❖ Was a part of **Junglee.com** launch which happened in India with the help of Amazon.com.
- ❖ Junglee.com is India's #1 search and comparison site for shoppers where the shoppers can begin their online shopping experience by visiting Junglee.com to find the best offers online with price comparison.
- ❖ Within 5 months of duration in the team, got selected for IJP and cleared interview process for a different team in operations.
- ❖ In April'2012 moved to CMT with new responsibilities with designation change.
- ❖ Create and assign jobs to associates. Manage resource allocation in conjunction with the manager to meet SLAs and business goals.
- ❖ Responsible for communicating with the business stakeholders on task requests. Ticket management (meeting SLAs and responding/resolving tickets)
- ❖ Identify opportunities for process improvement and automation.
- ❖ Track & drive daily productivity and quality of the associates.
- ❖ Act as SME & resolve mapping related queries raised by team members.
- ❖ Review metrics and prioritize workflow.
- ❖ Handled the team and the internal audit process for better performance.
- ❖ Update clients on the new process updates by setting up calls or through mails on daily basis. Train new recruits in various Amazon Internal tools.

#### **Other Qualification**

- ❖ Pursuing Diploma in English Language Teaching (DELT) from Symbiosis Centre of Distance Learning, Pune
- ❖ Have cleared the General course on Intellectual Property Rights from WIPO, Switzerland.
- ❖ Have basic knowledge of IPR and copyrights.
- ❖ Have attended the one-year value added course on Molecular Diagnostics & Food Science and Nutrition.

#### **The Growth Path**

- ❖ Assist. Manager, Perpetuity Online Services Pvt. Ltd, Noida.
- ❖ Senior Executive, Getit Infoservices Pvt. Ltd, Noida.
- ❖ Senior Process Associate, Amazon Development Centre (India) Pvt. Ltd, Bangalore.
- ❖ Product Ads Auditor, Amazon Development Centre (India) Pvt. Ltd, Bangalore.

#### **SKILL SET**

##### **Computer Skills:**

- Basic Operating System
- Microsoft Office
- Proficient in using internet and basic applications

##### **Strength:**

- ❖ Fast learner, Strong communication and interpersonal skills; wish to work in challenging atmosphere.
- ❖ Diligence and committed, hardworking and ambitious
- ❖ Proven Team handling skills

#### **ACADEMIC CREDENTIALS**

- ❖ Master of Science (M.Sc.) – CMRIMS (Bangalore University)Specialization – Biotechnology
- ❖ Bachelor of Science (B.Sc.) – CMRIMS (Bangalore University)Specialization – B.Sc.
- ❖ GHSS, Tezu (CBSE)– 10+2
- ❖ GHSS, Tezu (CBSE)– Matric

## PERSONAL INFORMATION

- ❖ Date of Birth: June 5, 1987
- ❖ Languages Known: English, Hindi & Assamese
- ❖ Interests: Travelling, Painting & Cooking