

SNEHA SHETTY

Mangalore, Karnataka 575003

snehashetty72_pbo@indeedemail.com

+91 8879071877

Content Innovation | Idea Integration | Quality Management | Team Leadership

- 15+ years of experience in content development and writing, including over 1 year of dedicated experience in curriculum development, bringing a holistic understanding of effective communication and education strategies.
- Adept at implementing strategies for keyword research and search engine optimization to enhance content visibility and ranking; crafting compelling and captivating blog content for the organization's website.
- Hands-on experience in distilling complex information into clear and engaging content while incorporating industry-specific keywords to enhance the resume's visibility in applicant tracking systems (ATS).
- Proven track record of translating diverse career experiences into compelling narratives that resonate with employers.
- Incorporate diverse ideas, perspectives, or components to create a more comprehensive/ integrated content.
- Passionate advocate for clients' professional success, consistently exceeding expectations through collaborative and client-focused approaches.
- Seeking opportunities to leverage extensive skills in content creation.

Personal Details

Date of Birth: 1985-09-07

Eligible to work in: India

Highest Career Level: 5+ years experience

Industry: Education & Instruction, Human Resources, Management, Strategy, Management Consulting Firms

Total years of experience: 15

Work Experience

Executive

NITTE University - Mangalore, Karnataka

October 2022 to Present

- Establish clear and effective communication with all constituent institutions to gather updates on initiatives related to curriculum development and revision.
- Generate a curriculum feedback report utilizing data received from stakeholders across all constituent institutions of NITTE.
- Participated in mapping the curriculum programs of NITTE institutions with those of international institutions for potential collaboration.

- Ensure that the curricula of all institutions align with the most recent educational standards, regulations, and accreditation criteria.

Impact HR Services, Senior Manager

Content Writing - Mumbai, Maharashtra

June 2015 to September 2022

- Initiated a pilot batch for the resume writing process, successfully assembling and leading a team of four members to deliver unparalleled results of high-quality resume services all while ensuring timely delivery.
- Supervised multiple resume writing projects, conducted regular reviews to ensure that resumes meet industry standards and client expectations.
- Involved in creating engaging and informative blogs, ensuring error-free content for the company website to captivate the audience's interest.

Assistant Manager

Eklavya Solutions - Mumbai, Maharashtra

December 2014 to May 2015

- Assisted in planning, directing, training, and coordinating the daily activities of the resume writing team.
- Evaluated employees' performance and trained them on improving the services of the organization to increase productivity.
- Demonstrated a track record of personally delivering four resumes per day, concurrently overseeing and enhancing the overall productivity of the entire team.
- Maintained quality control and service level standards of the organization.

Senior Profile Analyst

Chronos Technologies - Mumbai, Maharashtra

April 2014 to December 2014

- Efficiently analyzed the client requirements and conducted job market analysis.
- Created an impactful profile for the candidate as per experience and current job market demand.
- Ensured timely delivery of service while maintaining customer excellence and quality service.

Analyst

AB Soft Source Pvt Ltd - Mumbai, Maharashtra

December 2011 to February 2013

- Developed a thorough resume strategy and skilfully crafted a candidate profile tailored to meet market demand.
- Analysed the job market and conducted a SWOT analysis for the candidate's resume, identifying critical aspects of their profile.

Resource Management Executive

Nihilent Technologies - Pune, Maharashtra

April 2009 to September 2009

- Developed and implemented resource management strategies in alignment with the organizational goals.
- Tailored resumes of each candidate in the Nihilent template as per the client's requirements and uploaded the same in the portal.
- Managed and uploaded the details of the resources allocated to the appropriate projects on to RMG portal.

CV Writer

Fujitsu Consulting India Ltd - Pune, Maharashtra

November 2007 to December 2008

- Worked as a member in the BSS Practice group, offering assistance to both offshore and onsite recruitment processes while taking charge of drafting, formatting, and editing resumes.
- Engaged with recruiters in both India and the United States to seek clarifications while delivering high-quality service and documentation following the Service Level Agreement (SLA).

Education

Post Graduate Diploma in Human Resource Management in Human Resource Management

Symbiosis College of Distance Learning - Pune, Maharashtra

2008

Bachelor of Commerce in Commerce

Symbiosis College of Commerce & Arts - Pune, Maharashtra

2006

Skills / IT Skills

- Content management
- Resume Writing
- Content development
- Communication skills
- Leadership
- Team management
- Time management

Languages

- English - Expert
- Hindi - Fluent

Online Profile

<https://www.linkedin.com/in/sneha-shetty-88521565>