

## ADITI MUKHERJEE

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### Career Profile

A seasoned professional in Training & Content Management with a strong background in ITES and education. Experienced in delivering sales, process English language test prep training as well as corporate, behavioral, voice & accent and soft skills training in addition to leading large content teams. Author of acclaimed books in historical fiction, travel humor, and literary fiction, and editor for a prominent sports magazine.



### Full time Roles

1. Fulfilment Manager – Content with Vendasta Technology (India) Private Limited. - May 2024
2. Content Head - Aardae – June 2022
3. AVP - Training, Development & Content - College Street Education Pvt. Ltd. – Jan 2012
4. Quality Assurance & Training Manager - Flexpoint BPO - Jan 2007
5. Senior Trainer - Planman Consulting - April - 2006
6. Trainer - Beacon Global Services Corporation - November 2005

### Work Expertise

#### Training:

1. Partnering with company stakeholders to set up training division across verticals in SAAS, Automation, AI and education companies
2. Conducting training programs for new hires, product specialists, technical account managers as well as senior sales managers on building product knowledge, soft skills, customer service, behavioral aspects and escalation handling
3. Developing, revising and optimizing training/course material, technical instructions and web-based training material
4. Developing and executing employee performance metrics to track, measure and evaluate efficacy of training programs to demonstrate value and educate stakeholders on plans and outcomes
5. Create tailored lesson plans to deliver engaging verbal training sessions for standardized tests including GRE, GMAT, SAT, IELTS, TOEFL. Conducting and assessing training, and provide personalized feedback to enhance students' skills and performance.

#### Content Creation:

1. Understanding business interests to create and implement annual and quarterly content plan across all business verticals

2. Studying the customer lifecycle to identify breakages and silos in customer experience and building content for seamless user experience that leads to conversions and customer retention
3. Mentoring the Content Creation team in creating and implementing a unified writing style for consistency in all content
4. Creating marketing and editorial calendars for individual clients by collaborating with other departments
5. Developing content for all internal & external communication for the organization
6. Creating and visualizing all marketing collateral including website, brochures, success stories, white papers, thought-leadership programs, press releases, news items, articles, and newsletters.

### Consulting Roles

1. Trainer of the 'Certified Digital Content Writing Course' & 'Creative Writing Course' with Henry Harvin Education
2. Guest lecturer for Creative Writing at MIT University – Pune
3. Content Writing Consultant – Content Lead at iOPEX Technologies – August 2020
4. Creative Writing Consultant - 3i Infotech - March 2016
5. Training & Writing Consultant - College Street Education Pvt. Ltd.

### Other Notable Achievements

Author of the well-received historical fiction '**The Last Mughal Warrior in Love**,' travel humor '**Europe for a bargain**,' literary fiction '**Love in times of terror**' and a collection of short stories '**Damaged**.' Editor of the sports magazine **Rundown** by Chennai Runners. Ultramarathoner, endurance cyclist and a yoga enthusiast.

### Qualifications

- MA in English Literature from IGNOU
- BSc. From St. Francis College for Women (Begumpet) with Mathematics, Physics and Computer Science as the main papers in the year 2002.
- 12<sup>th</sup> grade from Nasr School, Hyderabad with Mathematics, Physics and Chemistry as the main papers in the year 1999.
- 10<sup>th</sup> grade from Don Bosco Academy, Patna in the year 1997.

### Personal Details

Date of Birth: 14<sup>th</sup> October 1980  
 Languages Known: English, Hindi and Bengali.

**(Aditi Mukherjee)**