

DEEPINDERPAL SINGH BHASIN

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PROFILE SUMMARY

Seasoned Digital Operations and Project Management professional with over 20+ years of expertise in digital marketing operations, global client management, and project management. Skilled in driving operational improvements, leading cross functional teams, and delivering impactful results through data visualization, automation and process optimization

CORE COMPETENCIES

- Digital Operations Management
- Content Management System (AEM)
- Improvement & Automation (Excel & Macros)
- Data Visualization (Power bi, Tableau)
- Articulate Storyline and Rise 360
- Client Relationship Management
- Team Leadership & Development
- Project Management
- HTML
- Oracle 8i / DBA
- C / C++ / Java / VB
- Hardware Assembly of desktop
- MS Office
- Pursuing AI/ML and Python

WORK EXPERIENCE

Service Delivery Associate Manager, Accenture, Mumbai

Sept 2011 - March 2025

- **Project Management:** Overseeing website creation, organization, and maintenance of content on FMCG and Banking websites to ensure it aligns with client goals and brand identity with 100% production accuracy.
- **Team Leadership:** Led a team of 25+ professionals, fostering a collaborative environment and driving performance through regular feedback and targeted development plans.
- **Content Management:** Ensuring that content is SEO-friendly, visually engaging, and responsive on all devices. Using Content Management Systems (CMS) like AEM to upload, edit, and publish content.
- **Process Optimization:** Implemented process improvements and automation solutions, enhancing efficiency and reducing TAT. Solved MIS using Macros in Excel.
- **Client / Stakeholder Management:** Collaborating with stakeholders to define the website's purpose, target audience, and collaborating with cross-functional teams. Coordinating with developers to ensure smooth website functionality, optimal load speeds, and Ensuring compliance with accessibility standards. Collaborating with designers to ensure visually appealing layouts, banners, and multimedia elements.
- Managing Analytics and sharing insights by preparing weekly / monthly / quarterly updates for clients to evaluate content effectiveness.
- **Leadership Skills:**
 - Defining project goals, timelines, and clear expectations for team members.
 - Resolving conflicts and Resource hiring and allocation.
 - Encouraging team members to share innovative ideas for improving processes.

KEY ACHIEVEMENTS

- Boosted process efficiency by 20% through automation and data visualization.
- Successfully led high-profile projects, increasing client satisfaction by 15%.

- **Operational Management**
 - Ensuring consistent adherence to established processes, protocols, and quality standards for 25 people team
 - Managed staffing, workflow distribution, and Improved operational efficiency by streamlining workflows, reducing bottlenecks, and enhancing process adherence.
- **People Management**
 - Enabled training programs tailored to individual and team needs.
 - Monitored / coached individual agent KPIs, including AHT, FCR and CSAT scores.
 - Fostered a positive team culture through open communication, recognition programs, and conflict resolution strategies.
- **Quality Assurance**
 - Conducted routine audits of agent interactions to assess adherence to scripts, accuracy, and service quality.
- **Reporting and Analytics**
 - Generated daily, weekly, and monthly reports to track operational performance and KPIs.
 - Leveraged analytics to identify trends, forecast challenges, and recommend actionable solutions.

KEY ACHIEVEMENTS

- Improved team performance through targeted training and process enhancements.
- Reduced quality control issues by 25% through rigorous monitoring and feedback.

- **Technical Support:**
 - The role involves troubleshooting and providing technical support for an Internet Service Provider (ISP) to customers in the US region.
 - Resolved ~70-80 calls of customer issues daily with a 99% satisfaction rate.
 - Emphasis on strong customer-centric approach, demonstrating problem-solving skills and a focus on delivering positive outcomes.
- **Operational Efficiency**
 - Monitoring operational metrics such as adherence to break schedules and agent post-call (wrap-up). Reduced wrap-up time by 20% through process improvements.
 - This shows attention to detail, time management, and the ability to enforce policies or best practices, ensuring smooth workflow and operational success.

EDUCATION

Master of Business Administration (MBA) - PGDBM - First Class NMIMS, Mumbai	2008-2010
• Specialization in Business & Project Management	
Bachelor of Engineering (B.E.) - Electronics - First Class PVPP College of Engineering, Mumbai	1998-2001
• Relevant coursework in Electronics Engineering.	
Diploma - Electronics - First Class SAKP, Mumbai	1995-1998
• Relevant coursework in Electronics Engineering.	