



## SUMMARY

Detail-oriented trust and safety associate with a strong background in online content moderation and risk assessment. Worked on Concept annotations, Structured annotations, Video annotations, New article and many new queues. Highly skilled in identifying and mitigating potential threats to user safety and platform integrity. Proficient in analyzing complex data sets, applying policy guidelines, and enforcing user guidelines. A dedicated professional committed to ensuring a safe and secure online environment. Collaborated with legal teams to ensure compliance with data protection regulations, successfully avoiding legal issues related to user data.

## EDUCATION

### S.K Somaiya Degree College

Bachelor of Management Studies (Marketing)  
2018 - 2021, CGPA - 9.11/10

### Manipal University Jaipur

Master of Business Administration in Finance  
2022 - 2024, CGPA - 8.51/10

## SKILLS

- Social Media Marketing
- Exceptional communication Skills
- Facebook and Instagram Business Suite
- Canva and Adobe Spark Content Creation Tool
- Microsoft Office
- Data Analysis
- Problem Solving
- Excel Reporting and Pivot table
- Google Adwords
- Lean Six Sigma
- Data Management Skills

## CERTIFICATIONS

- Six Sigma Yellow Belt - Kennsaw State University
- Excel Skills For Buisness - Macquarie University
- Digital Marketing Certification - Hubspot and Google

## LANGUAGES

- English
- Hindi
- Gujarati

## PROFESSIONAL EXPERIENCE

### Trust And Safety Associate

#### Accenture Solutions Private Limited | 2021 - Present

- Analyzing and Identifying harmful or malicious behavior on social media platforms.
- Monitoring and reviewing content to ensure it complies with community guidelines or policies.
- Implemented a real time monitoring system to identify and address safety concerns proactively, reducing response times by 50%
- Investigating and resolving user complaints or reports regarding inappropriate or violating content
- Implementing measures to prevent fraud, online harassment, or other cyber threats
- Collaborating with cross functional teams to develop and update platform policies and guidelines
- Conducting research and analysis on emerging trends and challenges in trust and safety
- Providing training and support to users and content moderators on safety best practices.
- Maintaining accurate records and documentation related to trust and safety cases
- Track record of reducing harmful content by 30% through effective content moderation strategies
- Created and delivered weekly PowerPoint presentations with real-time data visualizations.
- Collaborated with influencer, created a schedule, and obtained approvals on related social posts.
- Strategized developed and managed paid digital marketing across AdWords, Facebook, Instagram with a monthly budget of 10K.

### Oriental Envrio Solutions Private Limited

Social Media Marketing Intern - Part Time

### Ignitic Ideas Private Limited

Social Media Marketing Intern - Part Time

### Indech Technologies Private Limited

Social Media Marketing Intern - Part Time