**Nileema Ramesh Khopkar**

**Tel. No.**  (M): +91 8087802018, +852 51685969

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# CAREER OBJECTIVE

**To pursue a challenging & professionally satisfying career, which will give me ample opportunity to contribute, learn, achieve and develop my skills while contributing to the growth of the organization.**

# SUMMARY OF EXPERIENCE & SKILLS

* Over 8 years of experience in E-commerce/web content management
* Currently working with Vidushi InfoTech Pvt. Ltd. as a Sr. Content Manager
* A good motivator, a strong communicator, with experience of interacting and co-ordinating situations with a practical approach and working efficiently under pressure

# CAREER PROGRESSION

**4th Nov 2019**

**Sr. Content Manager**

**Vidushi InfoTech Pvt. Ltd.**

* Understanding the business and developing fresh and unique content for websites, blogs, marketing collaterals & social media.
* Proofreading, rephrasing, curating & editing content for both B2B & B2C US clients.
* Excellence in written & verbal communication
* Expertise in setting priorities & delivering content for multiple platforms is my strength.
* Working in coordination with the SEO team helps me leverage best SEO practices while creating search engine friendly content.

**12th June 2018 - 18th March 2019**

**Sr. Customer Service & Content Manager**

**Accendo Pvt. Ltd. Hong Kong**

* Re- plat forming website to new CMS, making website mobile capable
* Liaising directly with onshore clients and present PPTs for new advances and initiatives for the business
* Handling the team and its operations
* Developing content calendar and oversee website upload and landing page developments
* Writing product descriptions for Accendo watches
* Handling/ Resolving customer service queries
* KPIs and launches
* Preparing for the Basel Fair/Exhibition in Hong Kong

**1st Jan 2017 - 2nd May 2018**

**E-commerce Manager**

**Illuminations Well-Being Center**

* Writing lean & creative social media copy for an Ecommerce website
* Helped the marketing team with content for social media postings& newsletter
* Event postings & scheduling on Facebook & Instagram
* Event insertions on Content Management Systems
* Maintaining the quality of the website to make sure that all products are updated accordingly with the company's inventory

**11th Feb 2013 – 5th Dec 2016**

**Sr. Executive Customer Management (E-commerce/Product Setup Manager) – Operations**

**Capita India Pvt. Ltd.(Marks & Spencer, London)**

* Writing lean, modern and relevant web copies for Marks and Spencer UK website (Product aspiration copy, website content, marketing & promotional materials, and other writing as assigned)
* Worked on systems like ICM (Item Content Manager)Media Manager and PIM (Product Information Management)
* Gathering information through store visits, online research and co-coordinating with the onshore team when raw content is unavailable
* Periodically doing Site Walks to ensure the content on the website appears correctly. SEO research channels to insure there are no breadcrumbs or broken links on the website
* Traveled to the UK (London) on business trainings for a span of 4 months and made a transition of Homeware within Marks & Spencer (Product Setup/E-commerce) to India
* Worked as a Content Manager and Content Writer (Homeware) handled various Category and Merchandising Roles & Responsibilities assigned by the onshore team (London)
* Getting every single product online for the launch
* Making sure KPIs are met for every launch
* Preparing reports for the clients to ensure we are good to go for the Launch every season
* To ensure site walks done on the website to assure excellent customer service
* To resolve issues raised by the customers and fix them immediately
* Regular Business Updates given on a weekly basis in order to improve sales in business

**28th June 2010 – 01st Dec 2012.**

**Green Chilies Web Solutions**

**SME – Subject Matter Expert**

**Chief Roles and Responsibilities:**

* Writing lean, contemporary and appropriate web copies for UK based websites/e-commerce
* Have written marketing copies for loans
* Have written articles, blogs and content for websites dealing for debt consolidation, payday loans, unsecured, secured loans, and bad credit loans
* Identifying appropriate candidates for the said roles through personal interviews
* Training New Team members on various Reports/Projects
* Providing necessary support to On Job Trainees

# EDUCATIONAL QUALIFICATIONS

* Certified Yoga Teacher from Gnosis Medical Yoga & Yoga therapy Training Centre from Pune, primarily teaching Ashtanga Yoga and Pranayam Techniques in Hong Kong & India (Pune)
* B.Com with Business Administration as specialization through University of Pune, Vidya Bhavan College of Commerce, with Second Class 2012
* Higher Secondary [HSC] through Maharashtra Board, St.Patrick’s Jr. College in 2009
* Secondary [SSC] through Maharashtra Board, St. Patrick’s, Pune, Higher Second Class in the year 2007

# TECHNICAL SKILLS

* Ability to work efficiently on Microsoft Word, Microsoft Excel (Spreadsheet) and MS Power Point

**EXTRA-CURRICULAR ACTIVITIES:**

* Two years experience in teaching pre-primary and primary school children in Hong Kong. Also worked as an office admin executive in the school
* As the volunteer of the Youth Festival (Shamrock) in Pune for three years organized various programs for the members of the local religious community and various other cultural and social activities on a city level
* Organized various activities like youth days, retreats and fun fares in the Church and in school
* Participated in dramas and dances at school and college level
* Worked as a Sales Representative for a year and actively promoted events for Heineken and Kingfisher

# PERSONAL DETAILS

**Date of Birth:** 12th September 1991

**Contact Address:** B-11, 1st Floor, Nandanvan Vihar Society, Wanowrie Gaon, Pune - 411040

**Marital Status:** Single

**Interests:** Writing, Teaching, Practicing Yoga, Travelling, Playing Chess & Swimming

**Passport No: R9577411**

**Date of Issue: 20thFeb 2018**

**Date of Expiry: 19thFeb 2028**

**I hereby declare that the above – furnished details are true with proven records.**

**Nileema Ramesh Khopkar**