

TANIMA GHOSH

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Senior Leader - Strategic Alliance & Marketing

PERSONAL SUMMARY

Operations/IT Management | BPO | Strategic Partnerships | Business Development | Vendor Management | Business Process Improvement | Marketing professional with 9+ years of experience. Results-oriented service leader with proven expertise managing services from concept through project completion.

Key strengths include:

- Superior communications, presentation, and management skills.
- Experience formulating and implementing comprehensive multi-media campaigns.
- Expertise developing global and product-specific marketing plans, strategies.
- Extensive market research expertise, including demographic and market trend analyses; competitive assessments to guide planning and decision making.
- Experience in problem solving and consultative skills required.
- Experienced presenter, able to travel for meetings, trainings, and conferences.

PROFESSIONAL EXPERIENCE

Global Service Delivery Center, SoftwareONE; Gurgaon. [June 2011- September 2014]
<http://softwareone.com/>

Working as Senior Leader/Manager for Knowledge and Communication i.e. Strategic Alliance and Marketing for Global Service Delivery Center.

Roles and Responsibilities

- ✓ Started the Pilot process of Request for proposal.
- ✓ Create and implement marketing and communications strategies to support major, organization-wide refocusing on SoftwareONE operations, role and relevancy, community impact and image.
- ✓ Charged with conceptualizing and designing central messaging strategies to reposition SWO as leading service organization.
- ✓ Aggressively promote notable accomplishments, and develop communications tools to improve internal vendor knowledge, branding, public relations.
- ✓ Develop and execute communication program integrating video, Lync, tool, print, email.
- ✓ Conduct in-depth market research to evaluate public/customer perception and satisfaction, guide organizational investments in set-vices and impact areas, and support special projects to drive improvements.
- ✓ Continuous monitor and improve SLA achievements and report KPIs to the stakeholders.
- ✓ Developed services around pre-sales solution support helpdesk and market research and analysis to drive the alliance business in subs and increase the revenue for organization.
- ✓ Coach and support development of team members /department towards service management best practice and operational excellence.
- ✓ Keep services optimized based on ISO/ITIL and best practices.

Key Achievements

- ✓ Developed blueprint for SoftwareONE knowledge center tools and website optimization that helped to increase the pre-sales knowledge and understanding of different services to serve better.

- ✓ Managed and participated in all facets of the business, including operations, knowledge and marketing, and creative. Recruited, hired and supervised Knowledge workers and online marketing groups.

Iyogi Technical Services Pvt. Ltd., Gurgaon. [March 2010- Feb 2011]
<http://www.iyogi.net/>

Worked as Level 2 Technical Support to provide the technical services through Global I.T Service Desk.

Roles and Responsibilities

- ✓ Experienced in managing both low and high-severity incidents across the entire incident life cycle in accordance with availability, resolution and restoration SLAs.
- ✓ Responsible for managing customer environment through remote technical support.
- ✓ Installing, Configuring and troubleshooting windows applications or similar products.
- ✓ Analyzing and troubleshooting customer environment and Virtual machine performance.
- ✓ Dealing with escalations, and mentoring new employees.

Key Achievements

- ✓ Achieved appreciation from management for excellent people management.
- ✓ Achieved recognition from CEO as a best employee for quality and compliance.

IBM Global India, Kolkata. [Nov 2007 – March 2010]
<http://www.ibm.com/connect/ibm/in/en/branch/westbengal/kolkata/>

Worked as Executive Operations– Assistant to Manager to provide the technical services through Global I.T Service Desk.

Roles and Responsibilities

- ✓ Assisted team by providing feedback on voice and accent.
- ✓ Enhancing and monitoring functionality/performance of outsourcing to service providers.
- ✓ Managing and consulting of contractual agreements with vendors.
- ✓ Identifying the key areas that need improvements and drove the team accordingly.
- ✓ Provide remote assistance for problems with computers or similar products. Provide information and assistance resources that troubleshoot problems with computers or similar products.
- ✓ Manage and deliver healthy revenue pipeline to deliver quarterly targets.
- ✓ Provide consulting advice on hardware usage over period of time to customers to enable them a better management of their computers, peripherals and other components.

Key Achievements

- ✓ Drove team with **100% client satisfaction** throughout the year span-2008-2010.
- ✓ Received appreciation emails throughout these years for Best client satisfaction and product knowledge.

Cogentech, Kolkata. [August 2006 – Nov 2007]

Roles and Responsibilities

- ✓ Worked as an Executive-Assistant Team Leader to provide the support to sales process.
- ✓ Directed business outsourcing operation: Development of vendor base, staffing solutions, maintaining /monitoring scope of services.
- ✓ Handled complex business queries including complaints and feedback: Supervised incoming queries on a daily basis to monitor performance and prepare reports accordingly.

Pixel Infosys, Kolkata. [Jan 2006 – Aug 2006]

Roles and Responsibilities

- ✓ Worked as an Executive to provide the support to sales process.
- ✓ Worked with Pilot sales process and helped client to build the business.
- ✓ Make Team Performance Tracker as floor supervisor, reports, maintain SLA, AHT, given Feedback to agents for their call quality. Doing daily dipstick, take sessions for improve team performance.

EDUCATION

Bachelor of Business Commerce (**Major in Marketing, Accounting, Management, Cost / Tax / Audit**) [2004], Calcutta University.

COMMUNICATIONS & PRESENTATIONS

“Local & Global Communication” – Speaker in several major training for New Hires, Service Delivery presentation to COO, CIO and VP of APAC, EMEA, US, South America [2011-present]

“Using market solutions research to **make strategic decisions on vendor/publisher**”

METHODOLOGICAL SKILLS AND CERTIFICATES

- Analytical skills
- Project Management skills
- Leadership skills
- **Microsoft** Certified Technology Specialist(MCTS)
- Microsoft Certified Technology Specialist: Designing, Assessing, and Optimizing Software Asset Management (**SAM**)
- **Adobe** Advanced Sales Certification
- **IBM** Professional Certification

COMPUTER SKILLS:

- Microsoft Office applications 2013 (Word, Excel, PowerPoint, Visio, Outlook)
- Adobe Acrobat XI Professional
- SharePoint 2010

INTERESTS AND ACTIVITIES

- Music, Travelling, Designing, Communication and People Management

PERSONAL DETAILS

Date of Birth:	12 th April, 1983
Husband Name:	Rahul Kumar
Sex:	Female
Marital Status:	Married
Languages:	English, Hindi, Bengali

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