

Sivasankaran O
Catalog Analyst | Process Associate

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PROFESSIONAL SUMMARY	Detail-oriented and adaptable Content Analyst (Content Associate) with hands-on experience in content validation, metadata quality checks, and digital catalog operations. Skilled in using content tools, editorial judgment, and SOPs to ensure high-quality digital experiences. Adept at collaborating with The Operations Team to meet quality standards and support content operations. Strong background in digital marketing, metadata management, and Excel-based reporting. Entertainment media with a keen eye for detail and content accuracy. Proven ability to work in fast-paced environments, make judgment-based decisions, and contribute to process improvements through collaboration and problem-solving.
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WORK EXPERIENCE	Coforge April 2024 – Present
Catalog Analyst	<ul style="list-style-type: none">Perform daily validation and quality assurance of e-commerce catalog data, ensuring accuracy of product metadata, descriptions, and visuals.Apply SOPs to review and correct content inconsistencies, supporting seamless user experience across the platform.Collaborate with internal teams to proactively resolve content issues and maintain catalog integrity.Maintain and report daily task productivity using Microsoft Excel, contributing to process improvement and SLA adherence.Demonstrated ability to make quick, accurate decisions based on available tools and data analysis

INTERNSHIP EXPERIENCE	Smartknover September 2023 – November 2023
Digital Marketing Intern	<ul style="list-style-type: none">Created and optimized a blog website, implementing SEO and user engagement strategies.Managed email campaigns and tracked audience response metrics.Conducted metadata and content quality checks for improved search visibility.

EDUCATION	Hindustan College of Arts and Science – University of Madras
Aug 2020 – May 2023	-Bachelor of Commerce (General) – 78%
Jun 2018 – March -2020	David Matriculation Higher Secondary School
	-Commerce with Computer Application – 75%

CERTIFICATIONS	<ul style="list-style-type: none">SEO Training Masterclass 2025Digital Marketing – SmartknoverPython Using AI Workshop	SOFT SKILLS	<ul style="list-style-type: none">Communication skillsAbility to work independently,Time management skills,highly motivated, analyticalDetail-Oriented and process-drivenDecision making, Attention to details.Collaboration, Stakeholder CoordinationEfficient use of Excel and validation templates.Attention to Detail, Data Capture, Workflow, live events, microsoft office products
TECHNICAL SKILLS	<ul style="list-style-type: none">Tools & Platforms: ms office Word , MS Excel (VLOOKUP, Pivot Tables, Charts)),PPT, Google Sheets, Outlook, Internet navigation/researchContent QA Skills: Metadata validation, content analysis, SOP adherence, Curating, Ingesting, Updating, Editing, Enriching datasetsQuality Assurance (QA) for digital content, Auditing, Business Requirements, retail, BroadcastingEnsuring completeness and correctness of data structure, microsoft office products		

PROJECTS	Python Using AI Workshop Tools - Content Filtering
Catalog Optimization for E-commerce (Walmart Platform)	<ul style="list-style-type: none">Used Pandas and NumPy for data analysis and preprocessing.Skills Used: Python, Pandas, NumPy, scikit-learn, Jupyter Notebook, Machine Learning
Digital Marketing – Website creation using Google tools AI	Fintech Project – Naan Mudhalvan Scheme
<ul style="list-style-type: none">Curate, validate, and manage product content listings ensuring alignment with platform and brand guidelines.Perform quality checks and metadata tagging to ensure accurate product classification, enrichment of data'sHandle repetitive content management tasks in a high-volume production environment while maintaining accuracy.Project : CVT, Mismatch, Trust and Safety, Model Validation, Image Validation, Web scraping, PT Validation	<ul style="list-style-type: none">Cyber security awareness among
<ul style="list-style-type: none">Simulated bibliographic information capture based on niche data and emails.Practiced curating author profiles and resolving common metadata inconsistencies	

ADDITIONAL INFORMATION
<ul style="list-style-type: none">Strong interest in content operations, QA, and metadata validation for streaming platforms.Open to night/weekend shifts, Quick learner, adaptable to dynamic tools and workflows, highly productive environmentComfortable with working full-time in office and collaborating across teams to improve operational excellence.Known for consistency in meeting productivity targets and maintaining high-quality work under minimal supervision.