

Vnisha Srivastav

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Mumbai – 400 003

PROFILE SUMMARY

A techno business professional with over 5 years of industry experience in various capacities and roles in Non-Profit Organization, Consumer Internet, Media & Entertainment and BFSI industries. Takes analytical approach to problem solving. Skilled in community building, outreach and mentoring. After having a successful stint at JP Morgan & Chase India, she ventured into various social cause-related activities in order to contribute to the society while honing her leadership and organizational skills. She recently worked with Google to grow the Google Translate community.

WORK EXPERIENCE

Youth for Change and Development Organization (YCDO)	November 2016 - Ongoing
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Head of Technology and Communications

Communications

- Develop an action plan for Reporting and Communication Unit
- Monitor the Project's overall progress: anticipating risks, resolving issues and initiating corrective action as appropriate
- Develop and communicate all required reports (Board, donors, government entities) on the required intervals/dates

Technology Promotion

- In close coordination with YCDO technical team, design implementation strategy for launching Science, Technology, Engineering and Mathematics (STEM) in Afghanistan
- Work on a promotional strategy to expand STEM to other provinces of Afghanistan
- Conduct webinars for Afghan YCDO colleagues on promoting and expanding STEM to the remote, untouched areas

Rehabilitation Society of the Visually Impaired(RSVI)	November'2016 – August'2017
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Program Manager

Led RSVI's fundraising & marketing activities from inception, demonstrate adeptness in planning fundraising through individuals, seeking corporate partnerships, organizing events, brand building and engaging communication using offline and online channels

- Responsible for designing programs for the awareness about the accomplishments of Visually Challenged for the sustainable inclusion and to create a positive scenario for the Visually Challenged in the society
- Designed short term computer training program for 120 adult visually challenged students so that they may use information technology for their academic pursuits and social integration
- Capture the feedback of the participants on the training programs & make regular improvements to raise effectiveness
- In the short span of 3 months was able to conduct 9 awareness programs, creating awareness amongst more than 6000 people

Indecomm Global Services India Pvt. Ltd.	June'2016 – November'2016
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Community Manager

Worked for Google to grow the Google Translate community

- Responsible for building strategic relations with educational institutions, professionals and individuals to drive community engagement and contributions for Google Translate
- Organized events and volunteer involvement to generate contributions for google translate
- Engaged audiences of between 50 and 400 people through the use of professional and energetic public speaking skills with Microsoft PowerPoint supplementation
- Championed and lead 2 major strategic efforts:
 - Expanding Google Translate coverage into more regions and
 - Improving machine translation quality through crowdsourcing (Translate Community: g.co/translate/community)

Marketing Consultant

Strategic marketing consultant for a growing number of high volume stores, providing direction to franchise owners/operators on how to ignite sales growth. Propose and execute strategic plans to increase revenue with emphasis on grassroots marketing and merchandising tactics using social media, website, email, and events to influence B2B and consumer buying behaviors.

- Established marketing campaigns for small business owners that defined their brand identity, promoted individual services and generated sales
- Identify opportunities to provide additional client value and extend client relationships
- Developed and implemented new service strategies to increase customer satisfaction by 30%
- Support new business related to strategy opportunities, and apply strategy approaches and disciplines to broader Evolve's pursuits
- Created and implemented first summer newsletter program, and customer communication monthly thereafter
- Proactively build and managed the previously nonexistent marketing department by implementing standard operating procedures, introducing new and improved marketing initiatives and strategies and providing creative solutions to difficult industry marketing challenges

JP Morgan Services India Pvt. Ltd.

September'2012 – March'2015

Operation Analyst

Promoted from Research Specialist to Subject Matter Expert/Operation Analyst within two years

Roles and Responsibilities

- Responsible to drive process improvement programs to ensure proper standardization of the process
- To perform Quality checks and ensure Quality targets are met as per the standards
- Responsible in creating and presenting KPI's, Escalation Metrics to the Senior Management
- Preparing & presenting various weekly/monthly MIS reports pertaining to process and productivity
- Active involvement and participation in the Senior Management Business Meetings and Working Group Calls
- Responsible in managing and resolving Escalations and reporting to the Senior Management
- Investigating and resolving the critical requests received from customer and other financial institution
- Creating and maintaining SOP's and periodically making necessary amendments as per business requirements

Awards and Accomplishments

- Recipient of the 'Employee of the Quarter' award twice for performing root cause analysis of critical client issue
- Recipient of the 'The Rising Star award - THRIVE' for rendering exceptional performance as a new joiner
- Recipient of 10 'FALCON' awards for achieving highest productivity percentage and zero errors for the respective months
- Recipient of 5 'ACE' awards for accepting the challenge of excellence and performing beyond expectations
- Received highest performance evaluation rating among 128 research specialists. Promoted ahead of peers
- Consistently topped the monthly scorecard; delivered nearly 13% more request closures than that of the team average

Leadership & Teamwork

- Member of the team that won the 'Team Excellence award - Trailblazers' for exemplary contribution as a team
- Mentored a team of 5 in technical and functional domains for an internal project of 3 weeks
- Spearheaded the team 'IGNITE' that was responsible for organizing regular employee engagement and team building activities that typically involved nearly 150 guests
- An active member of the Q Board Committee and was involved in PMR presentations to the top management

Analysis, Planning, and Problem Solving

- Proposed an ESDS application enhancement idea that helped bring down the turnaround time by nearly 60%
- Identified and analyzed underlying causes behind increasing volume (number of customer requests), recommended strategies for reducing volume
- Received accolades for extensive research and analysis, solving critical issues and identifying fraudulent items
- Initiated a statistical study to identify and explain contributing factors for high performing/low performing sites and performed statistical analysis and prepared reports for management review
- An active member of the team responsible for process planning and generating ideas for process improvement

The Times Of India

August'2008 – January'2009

SAP Executive (Research and Marketing Department) and Freelancer, Page 3

- Maintained the database of information related to the customers (small, large and key customer accounts)
- Assisted in analyzing the data for categorizing customers and identifying the most valuable customers
- Made 9 contributions to the Readers Speak column while being a part of the core team in Lucknow Times Page3

VOLUNTEER EXPERIENCE

April'2015 – Present

Global Shaper: I am a Shaper at the Global Shapers Community Lucknow. Global Shapers Community is an initiative of the World Economic Forum. The Global Shapers Community is a network of Hubs developed and led by young people who are exceptional in their potential, their achievements and their drive to make a contribution to their communities. In the month of November 2015, **I was invited for Shape South Asia which was held at Kathmandu, Nepal** wherein we discussed about Building Sustainable Cities in a post disaster context. Also, I was **honored with an invite from the Governor of Hiroshima for the G7 Youth Meet and Shape Asia Pacific** which was held in month of March'16 at Hiroshima. During October 2016, again, I **was invited to participate in Shape Asia 2016, Hong Kong**, to discuss on the topic "Envisioning Asia 2030".

Mozilla Representative: Started and grew Mozilla Uttar Pradesh into a strong community of talented contributors (users, translators, designers, developers, etc.). While at it, I mentored over 50 community leaders. Also, apart from founding and being a 'Community Liaison' built various knowledge and event assets for the community. Mozilla Uttar Pradesh is now part of the global community of Mozilla Foundation. **Recognizing my work, I was invited as a speaker at quite a few prestigious forums; Such as 'Women in Tech' September'15 at Hyderabad and 'Joomla World Conference 2015'.** In the month of May 2016, participated in Dino Tank: to help Mozilla identify, through crowdsourcing ideas, the problems they should tackle. Also, my idea (Connect Rural Women on Internet) was selected as one of the top 3 ideas for which Mozilla decided to run a design sprint for 5 days.

EDUCATION**Symbiosis International University**

Pune

Bachelors of Business Administration, IT Specialization

2009 - 2012

- Activities and Societies: Secretary – National Entrepreneurship Network Arsh (NEN Arsh)
Executive Committee Member – Sharing Care (CSR Club)

EXTRACURRICULAR ACTIVITIES

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| • Participated in "2nd Hiroshima Junior International Forum" organized by Hiroshima Prefectural Government. | 2017 |
| • Key Speaker, "Google I/O Extended" - Amity University, Lucknow spoke on the topic, "Open Web behind Closed Doors." | 2017 |
| • Key Speaker, "WikiToLearn Conference" - LNM Institute of Information Technology, Jaipur spoke about my project, "Connect Rural Women On The Internet." | 2017 |
| • Key Speaker, "Equal Rating Innovation Challenge" - 91Springboard, Bangalore spoke about my project, "Connect Rural Women On The Internet." | 2016 |
| • Volunteered for PLANET WATER (NGO) project. Helped plan and execute deployment of Aqua Towers in remotely located primary schools in Tumkur district of Karnataka. Also helped organize a water-health and hygiene education program in the schools. This project helped nearly 5,000 school children and their families have clean, safe water for the first time. | 2014 |
| • Led a team of 7 people responsible for implementation and management of the social media campaign for Peace One Day International Festival, India Chapter (Non-Profit Organization). | 2013 |
| • Selected in g-day (Business Days) event organized by Google India Inc. in Bangalore, Karnataka. | 2012 |
| • Volunteered for the event 'Bal Dhamaal 2011' organized by the 'Indian Sponsorship Committee'. | 2011 |
| • Coordinated with 60 students to make people aware of the conservation of natural resources. This event was supported by PMC & Model Colony Parisar Sudhar Samiti, Pune. | 2010 |