



# AKANSHA DUBEY

Assistant Editorial Manager at Oswaal Books (P) Ltd

2.7+ Years of Experience

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AKANSHA DUBEY – LinkedIn Profile

Noida, Uttar Pradesh

## Editorial Manager / Editorial Project Manager / Assistant Editor

A Unique and dynamic professional, on a lookout for challenging assignment in Editorial field, with an organization of high repute, where I can contribute my experience & skills, and knowledge to ensure growth and success of the team and the organization by being resourceful. With a positive attitude and a growth mindset, and confident that I can adapt to any new environment and make a positive impact on the organization.

- ▶ **Highly motivated**, detail-oriented, and **energetic Editorial professional**, with **over 2.7+ years of experience** and a **comprehensive** understanding of **publication processes**. **Skilled** in all aspects of **content strategy & review**, from **ideation** to **publication**, with strong **communication**, **project management**, **leadership**, and **Editing & Proofreading abilities**. Committed to delivering exceptional results that exceed expectations, even under tight deadlines.
- ▶ **Proficient** in **utilizing content management systems (CMS)** and **editorial tools** to **manage** end-to-end **content workflows**, **track performance metrics** through **data-driven insights / analysis**, and **deliver exceptional content** that **drives** engagement, increases audience reach, and improves overall content quality.
- ▶ **Skilled** in **managing** and **leading editorial teams** to **develop** and **execute content strategies** that align with **brand objectives** and **target audience needs**. And demonstrated ability to **manage multiple projects** simultaneously while adhering to strict deadlines and budget constraints.
- ▶ **Passionate about storytelling** and **creative expression**, with a dedication to producing content that informs, educates, and inspires audiences.
- ▶ **Excellent communication skills**, both verbal and written, with a focus on delivering clear and concise instructions to customers. And ability to establish and maintain relationships with internal and external stakeholders.
- ▶ **Strong leader & team player**, Articulate communicator with effective **leadership**, **decision-making**, **problem-solving**, **interpersonal**, and **presentation** skills to sustain forward growth momentum while motivating peak individual performance.

### Skills

- Publishing & Reviewer / Ideation
- Content Development & Strategy
- Digital Media Knowledge
- Editorial Guidelines & Expertise
- Proofreading & Editorial Process
- Customer Service / Collaboration
- Project Management
- Persuasive Speaker
- Relationship Building
- Performance Management
- Time Management / Adaptability
- Interpersonal / Multitasking
- Relationship Building / Creative Mind
- Team Management & Leadership
- Interpreting Data & Analytics

## CAREER NARRATIVE

Assistant Editorial Manager ▶ Oswaal Books Pvt Ltd – Noida, Uttar Pradesh

Dec'22 – Present

### Key Result Areas:

- ▲ Developing and executing strategic content plans in alignment with the publication's unique style, editorial guidelines, and publishing requirements, ensuring the creation of high-quality, engaging content.
- ▲ Implementing rigorous quality control measures throughout the entire editorial and production process, from ideation to final publication, to ensure the highest standards of accuracy, consistency, and excellence are met.
- ▲ Thoroughly review all content, including written materials, images, and artwork, to ensure accuracy and compliance with applicable copyright and privacy regulations, while proactively identifying and addressing potential issues to mitigate risk.
- ▲ Developing and executing a comprehensive content syndication strategy, adapting to updates in editorial board patterns and styles, to expand the publication's reach and engagement while maintaining the integrity of the brand.
- ▲ Conducting a meticulous review of proofs and versions at all stages of the production process to ensure accuracy, consistency, and adherence to editorial guidelines and publishing requirements.
- ▲ Proactively driving project advancement with unwavering determination and steadfast focus.
- ▲ Demonstrating a vigilant commitment to meeting key project milestones and timelines while offering innovative contingency plans to ensure timely project delivery.
- ▲ Collaborating with the editorial team to develop and execute content strategies.
- ▲ Managing the editorial calendar and ensuring content is published on schedule.

Editorial Reviewer ▶ Techbooks International Pvt Ltd – Noida, Uttar Pradesh

Feb'21 – Nov'22

### Key Result Areas:

- ▲ Thoroughly reviewed copyedited and typeset articles, meticulously checking for grammatical and stylistic errors to ensure high-quality content.
- ▲ Acted as a liaison between the editorial team and Publisher, promptly addressing any queries or questions to ensure effective communication and seamless workflow.
- ▲ Consistently provided constructive feedback to the editorial and composition teams, aimed at minimizing errors and improving overall quality of content production.

- ▲ Efficiently managed author corrections by collating them and providing marked PDFs to the team for prompt and accurate implementation of corrections.
- ▲ Thoroughly reviewed and verified all corrections to ensure accuracy before finalizing files for submission to the Publisher.
- ▲ Organized and conducted training programs for the editorial team, focused on improving copyediting quality and fostering a culture of continuous learning and development.
- ▲ Managed the editorial calendar and ensuring deadlines are met.

Business Trainee ▶ ICICI Prudential – Noida, Uttar Pradesh

Apr'19 – Nov'19

#### Key Result Areas:

- ▲ Managed Hiring process, provided training, and mentored potential individual interested in working with life insurance.
- ▲ Build a strong team that can work diligently to achieve goals and rewards.
- ▲ Educated the customers about insurance and motivate to receive the benefits.
- ▲ Build and maintain strong customer relationship by providing excellent customer service.
- ▲ Follow all company and safety guidelines and policies.
- ▲ Developed business improvement initiatives based on current market trends and competitors.

Marketing Intern ▶ AIM India – New Delhi (Internship)

May'18 – Jun'18

#### Key Result Areas:

- ▲ Conducted market research to identify potential customers and target markets.
- ▲ Assisted with the development of marketing strategies and tactics.

## LIVE PROJECT & INDUSTRIAL VISIT

### Live Project:

- ▶ **Organization ▶ Decathlon** **Duration ▶ 4 days (Nov'17)**  
**Key learnings:** To understand the working mechanism of Retail Chain.  
 To study the customer behaviour in order to understand their buying pattern.

### Industrial Visit:

- ▶ **Organization ▶ Happiness Factory (Coca Cola), Noida**  
**Key learnings:** Knowledge about production & packaging process of Soft Drinks.  
 Understanding of safety, pollution, and energy efficiency norms at Coca Cola.
- ▶ **Organization ▶ New Water Treatment Plant, Singapore**  
**Key learnings:** Knowledge about treating and production of pure water from wastewater.
- ▶ **Organization ▶ Amul (GCMMF), Faridabad, Haryana**  
**Key learnings:** Knowledge about production & packaging process of Milk and products of milk.

## IT SKILLS & QUALITIES

- ▶ Microsoft Word, Excel, and PowerPoint

## CERTIFICATIONS

- ▶ **Certification of Appreciation** in “NUKKAD NATAK” at Idea Cellular Ltd, Noida
- ▶ **Certification of Participation** in “NUKKAD NATAK” at ITS-GHAZIABAD
- ▶ **Certification of Appreciation** for Organizing “MELANGE-17” at IMS-GHAZIABAD
- ▶ **Certification of Appreciation** for Coordinating in “ADMANIAC-AD MAD SHOW” at IMS-GHAZIABAD

## NOTABLE ACHIEVEMENTS ACROSS THE CAREER

- ▶ **Awarded the opportunity to participate** in the **Dubai Industrial Visit** at **SR College**, following successful performance on a competitive scholarship test.
- ▶ **Attended two days Workshop** on developing ideas by **TESS - The Entrepreneurship Student Society** conducted by **IIM Kozhikode (Kerala)**.
- ▶ **Participated in a Certified Student Development Program** conducted by **Global Human Resource Development Center (GHRDC)**, New Delhi.
- ▶ **Attended and got Certified** for **MUN (Model United Nation) Conference 2 times**.
- ▶ **Awarded 1<sup>st</sup> Prize in 100-Meter Race** at **Sports Event in Graduation**
- ▶ **Awarded 1<sup>st</sup> Prize in a Tug of War** at **Annual Sports Meet in 2018**

## ACADEMIA DETAILS

**PGDM (Marketing & International Business) – 8.3 CGPA** - **2019**  
 Institute of Management Studies, Noida

**BBA (Business Administration & Management) – 68%** - **2017**  
 SR Group of professional Studies, Bundelkhand University

## PERSONAL DOSSIER

**Date of Birth:** 15<sup>th</sup> July 1996

**Linguistic Abilities:** English & Hindi