

Amrita Cyril Noronha

Manager

An experienced professional with a 6-year career in Content Writing, Editing, Designing, and Training. Portfolio includes variety of experience in Banking, IT, Retail, Social Media Industry

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📍 Dubai, UAE

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Skills

- Excellent organization, project management skills and ability to multitask
- Proven creative content writing skills
- Demonstrated skills in creation of social media for marketing purpose

Education

- MBA in IT, Mumbai
- BSC in IT, Mumbai

Certifications

- Diploma in Advance Java, Impetus Consultrainers
- Train the trainer program
- Dangerous goods
- Sales training, Udemey
- Articulate 360, Udemey
- Aircraft Maintenance Engineering, Mumbai

Language

- English
- Hindi
- Arabic
- Konkani

Work Experience

Kotak Mahindra Bank | Dec'19 - PRESENT

Manager, Dubai, UAE (WFH)

- Create **new learning development and solutions** in the existing strategic goals for business teams
- Develop intuitive, usable, and engaging interactions and visual designs for mobile app, official website, e-learning platforms.
- **Draft and edit marketing collateral** such as brochures, internal scripts, video scripts
- Partner with Marketing team to **translate product features into value propositions** to be used in consumer messaging
- Regularly contact Subject Matter Experts (SME) to **develop articles for products, systems applications**.
- Provide **expertise on key customer issues, customer engagement, customer excellence**, sales pitch and operations
- **Deliver new hire training and other departmental training programs**; provide creative, effective classroom instruction throughout the organization
- **Create and edit videos** for proper timings of audio and text while choosing a creative video thumbnail
- Provide **feedback to multiple levels of management** on employee performance
- Evaluate key metrics and key performance indicators (KPI) to **measure Business targets** are met
- Prepare **reports & presentations** for managements review.

Edubridge Learning Pvt.Ltd | July'18 - Nov'19

Learning and Development Manager, Mumbai, India

- Verifying customers account, process unknown transactions and subscriptions and screen for **fraudulent activity** and **concession abuse on customer's account**.
- Addressing and **resolving customer product complaints** empathetically and professionally.
- Gathering and **verifying** all required **customer information for tracking** purposes.
- Create **cases and claims** for damaged, lost or displaced packages.
- **Escalating unresolved customer grievances** to designated departments for further investigation.
- Effectively managed **high volume of inbound and outbound customer queries**, cross skilled in all three mediums of communication.
- **Managed projects with tight timelines and clear visibility to internal management and external clients**.
- Led the training team to **coordinate the creation and delivery of quarterly updates**
- Conducted ongoing needs analysis leveraging customer feedback, field interactions, and subject-matter expertise to **adjust learning strategy** and curriculum.
- Trained and **mentored team of LMS users** (Monitored and reported the effectiveness of training for employees during the orientation period).
- Interview trainers for skill based program. Train the recruited trainers for specialised training.

Packt Publishing Pvt Ltd | April'16 - July'18

Content Development Editor-Level 2, Mumbai, India

- Worked closely with the author(s) to **develop content** during the development phase
- **Addressed queries or concerns** raised by the technical reviewers
- Worked with technical reviewers to **ensure technical accuracy** of the content.
- Worked on **book to video conversion** for many data-science assignments
- Worked closely with the quality team to rectify flaws in the systems and to **improve processes**, ensuring product quality
- **Edited and proofread content** to ensure correct grammar, quality, and consistency set by the publication house.
- Worked with content marketing strategists to create content that **promoted clients' SEO, sales**, and thought-leadership goals.
- Researched, wrote, and edited original and high-quality content while consistently **meeting daily deadlines** in a remote position.
- **Managed creative team** intern within realms of coordination, communication, direction, copyedits and feedback.
- **Provide images** as well as factual information for a light yet informative pieces
- Processing work through the **content management site Wordpress**.