

SANDHYA KUMARI

- ⇒ Detail-oriented **9+ years** experienced Senior Analyst- Content Curation adept at performing Data curation, quality analysis and recognizing key problem areas to assist in root cause identification.
- ⇒ Exceptionally talented at auditing data on regular basis to provide data integrity and quality.
- ⇒ Empowering leader who trains, develops, mentors and aspires teams to deliver top notch performance.

Core Competencies:

- Quality Analysis
- Data Profiling
- Content Curation
- Primary Research
- Quantitative Research
- Data Monitoring And Reporting
- Process Improvement And Team Building
- Digital Asset Management
- Content Management
- Editing And Proofreading

WORK EXPERIENCE

Times Of India.Com (January 2017 till date)

Senior Analyst – Content (ETimes)

Profile Description:

- Working on **Etimes**, monitoring the quality check of website and mobile applications.
- Fixed identified issues to increase productivity and boost workflows.
- Maintained Data and digital asset for daily newspaper **TOI Print Edition - Online**.
- Handling the **Entertainment** domain of **Times of India.com**
- Maintains the directory of latest movies, webseries and ott content on Etimes and worked on music platform data including **Youtube, Dailymotion, Gaana and Slike**.
- Creating inviting titles for movie/show synopsis for marketing promotions and campaigns.
- Enhancing the graphics quality of **TOI Shorts App**.
- Created and maintained data sets for **TOI Spotlight**.
- Worked on Awards Data - **Zee Awards, Emmy Awards, National Awards, Music Awards, Oscar Awards** and many others.
- Managed the database and content of **Filmipop.com**.
- Reported progress, test metrics and results to project stakeholders.
- Organized and maintained work environment to allow for maximum productivity.
- Developed reports and datasheets for key stakeholders related to quality goals, progress and challenges.
- Reviewed public-facing information for accuracy, relevancy and timeliness as desired by leadership.
- Participated in requirements and used case reviews.
- Fixed identified issues to improve workflows.
- Mentoring New Joiners and make them well versed with working process.

Key Achievements :

- Increases the organic traffic of Etimes 2X by relevant trending music and movies content
- More than 60% growth in active user base and low retention rate
- Increased Page views by 20 times in 6 months for timesofindia.indiatimes.com/etimes

Google - Onsite (October 2014 to January 2017)

Senior Research Analyst

Profile Description:

- Conducted Secondary Web Research and Analysis aimed at supporting and maintaining the knowledge base of the search engine **Google.com**.
- Data validation based upon extensive research to **Google Knowledge Graph panel**.
- Review data for errors and inconsistencies and summarise data for the production of tables, charts, and graphs.
- Analyse study results to draft reports and presentations.
- Prepare initial client correspondence and interact with client staff on routine issues.
- Attend client meetings and presentations occasionally in person but most often over the phone.

Key Achievements :

- Accomplished the 100% relevant content display for userbase in real-time on Knowledge graph column of Google.com

Frame O Animation (May 2014 to September 2014)

Process Associate – Web/IT

Profile Description:

- Performed quality assurance checks on transactions and account actions to assess compliance.
- Partnered with cross-functional teams to conduct thorough discovery and due diligence on existing processes.
- Collaborated with team to define business requirements for organizational processes, achieve productivity standards, and adhere to accuracy standards.
- Identified and resolved process issues to drive optimal workflow and business growth.

Key Achievements :

- Delivered Projects on time to clients
- Provided real time technical support to clients.

PROFESSIONAL SKILLS

- Digital Communication
- Google Analytics
- Content Management
- Content Editing
- Quality Analysis
- Data Visualization
- Primary/Secondary Research

TOOLS

- Microsoft Office
- CMS
- B2B SaaS
- AI Tools
- Adobe Photoshop/Canva
- Excel
- Data Quality Analyzer

CERTIFICATION

- Google Analytics
- Digital Marketing

AWARDS

- Best Learning Champion Award, 04/2022, E-Times
- Aspire Award (Best Employee of the Year), 03/2019, Times Internet Ltd

EDUCATIONAL & PROFESSIONAL QUALIFICATIONS

- MBA/PGDM (Information Technology) 2017 from Amity University; Grade; 7.6/10
- B.Tech/B.E in Electronics/Telecommunication 2014 from Nagpur University; 60.6%
- Higher Secondary Certification 2009 from CBSE, Holy Cross School (Bokaro); 68%
- Senior Secondary Certification 2007 from CBSE, Holy Mission School; 79%

PERSONAL DETAILS

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| Marital Status: | Married |
| Date of Birth: | 04 th August 1992 |
| Languages known: | English, Hindi and Marathi |
| References: | Available on Request |