

RITI CHATURVEDI

Viman Nagar Pune, Maharashtra, 411014

837-707-3783

riti.chaturvedi2@gmail.com

Skilled Communications Specialist

Driven to create content to suit the needs of the organization that satisfy clients and align with the organization's objectives. Possess expertise in creating content that is output driven, precise, and meaningful.

Areas of Expertise

Digital Marketing

Content Development

Content for Training

Email Marketing

Key Achievements

Regulatory Content Creation: Developed efficient training materials for frontline staff in accordance with RBI directives for debt recovery agents, successfully certifying over 7000+ agents in a nine-month period.

Internal trainings : Have developed efficient training programs for a range of employee demands, including position transitions, on-the-job training, and new hires.

Team Productivity: Generating content for digital campaigns that are sent to customers (via SMS, emails, or customer-facing apps) in order to collect money that is outstanding..

Professional Experience

Content Manager

Bajaj Finance Ltd, Pune

October 2021 - Present

- Created digital and virtual training modules as per business requirements.
- Developed content for new releases of features/app developments as emailers, video scripts, SMS, and WhatsApp messages.
- Curated strategic content to maximize collection efficiency for tele-callers.
- Designed complete training material and periodic assessments for DRA Certification of Agents (given by RBI).
- Designed and created content for legal, business, and agent training needs.
- Executed digital campaigns on the Bajaj Finserv app with targeted scripts for segmented customers.

- Streamlined customer-facing scripts and notifications to increase collection effectiveness.

Content Manager

Novation Hub, Pune, Maharashtra

September 2020 - September 2021

- Designed and created content across all channels including emails, social media handles, and website.
- Developed brand marketing strategies and built brand identity through engaging content for Instagram and Facebook.
- Created product and brand videos for social media handles to broaden the follower base.
- Published bi-monthly blogs and newsletters with creative updates.
- Rolled out email marketing campaigns for stakeholders monthly.
- Provided monthly updates on digital marketing campaigns and discussed strategic initiatives for outreach improvement.
- Conducted training sessions for sales and training teams to enhance efficiency.

English Facilitator & Trainer, Primary Grades

Symbiosis International School, Pune, Maharashtra

July 2019 - March 2020

- Implemented linguistic strategies to improve students' reading and writing skills.
- Introduced technological support to engage students and improve their performance.
- Trained teachers on design thinking to adopt the inquiry cycle approach.
- Conducted individualized training for students needing extra help.

English Facilitator and Language Coordinator

Shiv Nadar School, Noida, Uttar Pradesh

April 2015 - March 2019

- Created, reviewed, and implemented the English language curriculum progression for grades 1-5.
- Assessed, recorded, and reported on student progress monthly using online portals.
- Reviewed teacher performance and implemented strategies like team teaching and weekly reflection.
- Organized and chaired parent and staff meetings to build strong partnerships.
- Part of the Middle Leadership Team to set yearly goals for the school.

Education

Bachelor of Education

Amity University

MA English & Communication Skills

Guru Gobind Singh Indraprastha University

Diploma: Spanish Language

Bhartiya Vidya Bhavan - Delhi

B.A (Hons) - English

Delhi University

High School Diploma

Modern School, Barakhamba Road, Delhi

- Completed 10th standard in 2007

- Completed 12th standard in 2009

PYP (Category: 1) Making PYP Happen in The Classroom (online Certification)

International Baccalaureate Organization

Certificate Course on Teaching English (3 Levels)

Arizona State University

Certification: The "Professional Trainer" Course

The Indian Society for Training and Development - Gurgaon Chapter

Instructional Designer (Application Level)

Achieved accreditation as an Instructional Designer (Application level) to facilitate the design of more focused and efficient material.

Additional Skills

Fluent in Hindi and English

Proficient in Microsoft Office, Basic level Excel

Accomplishments

Head Coordinator and Editor for the College Newsletter

Ran the student blog for the English department at Indraprastha University

Coordinated and organized the annual college fest as a member of the Core Organizing Team

Hosted the annual fest and conducted a Western music competition during graduation