

# Karishma Somani

## Expert Knowledge Management Leader: Driving Efficiency & Fostering Innovation

Vadodara, Gujarat, India

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### SUMMARY

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Strategic and dynamic Knowledge Management Leader with over 6 years of expertise in spearheading operational efficiency and innovation through adept knowledge creation, capture, and transfer. Proficient in leveraging Data Analytics, utilizing AI Tools, and implementing advanced Documentation Systems to manage Knowledge Repositories and enhance organizational performance, learning, and compliance. Experienced in Knowledge Sharing, managing Communities of Practice, and conducting Knowledge Audits to bridge knowledge gaps and eliminate redundancies across varied industries.

### SKILLS

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#### Technical Proficiency:

Documentation & Writing Tools (Confluence, SharePoint, Scribe) | CRM Systems (Salesforce) | Knowledge Management Systems (Zendesk, Freshdesk) | Data Analysis (Power BI, Tableau) | Project Management Software (Jira, Asana) | Quality Management Systems (ISO 9001, Six Sigma) | Change Management Frameworks (ADKAR, Kotter's 8-Step Process) | Learning Management Systems (LMS): WorkRamp, LearnDash

#### Core Competencies:

Knowledge Management & Dissemination | Project Planning & Execution | Data-Driven Decision Making | Process Optimization & Continuous Improvement | Effective Communication & Presentation | Knowledge Base Optimization | Information Governance | Cross-Functional Collaboration

### EXPERIENCE

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#### Senior Documentation Specialist, ItsaCheckmate

Feb 2023 - Current

- Led a team of 5, boosting productivity by 20% through skill development and strategic direction in the realm of documentation and Knowledge Transfer.
- Implemented Change Management models, refining operational processes with a 95% success rate and enhancing the Knowledge Repository's efficacy.
- Developed and optimized a centralized documentation repository, guaranteeing universal stakeholder accessibility and maintaining regulatory compliance.
- Automated documentation processes, reducing manual effort by 30% and increasing processing speed by 20%.

#### QHSE Assistant, Linde Engineering

Jul 2021 - Feb 2023

- Directed Documentation Control and QHSE budgeting, aligning strategies with organizational objectives and exceeding compliance benchmarks by 15%.
- Spearheaded sustainability initiatives, achieving a 20% reduction in the company's carbon footprint through strategic planning and implementation.
- Optimized digital library infrastructure using SharePoint and DMS, maintaining a 98% accuracy rate in Data Management and access.
- Collaboratively enhanced QHSE compliance by 25%, standardizing IMS documents, and liaising effectively with the QHSE Management team.

#### Chat Support Executive, TTEC India Customer Solutions Pvt. Ltd.

Dec 2020 - Jul 2021

- Designed and implemented a chat support response library, enhancing operational efficiency by 35% and boosting resolution rates by 40%.
- Upheld documentation standards, ensuring a 96% accuracy rate, and preserving data integrity across customer interactions.
- Resolved 90% of customer complaints during the first interaction, demonstrating effective and customer-centric service.
- Documented and escalated over 50 technical issues monthly, contributing to enhanced system reliability.

**Venue Manager, OYO Hotels and Homes Pvt. Ltd.****Jun 2019 - Mar 2020**

- Developed and executed marketing strategies, increasing event bookings by 40% and venue footfall by 65% through targeted efforts.
- Negotiated with vendors, establishing strategic partnerships, and achieving a 10% cost savings through meticulous contract management.
- Employed Data Analysis and change management, driving a 55% revenue growth via targeted sales and marketing campaigns.
- Maintained a customer satisfaction rate of 70%, utilizing effective CRM Tools and strategies, and boosting client retention by 60%.

**Marketing Manager & Teacher, K. J. Vidhya Mandir****Jun 2018 – Apr 2019**

- Devised and executed data-driven marketing strategies, catalyzing a 40% uptick in student enrollments and community engagement.
- Mentored 30+ students, employing tailored educational methodologies to secure a 100% pass rate and enhancing academic performance by 75%.
- Led digital initiatives, achieving a 35% growth in the online community through SEO optimization and adept CMS Management.
- Coordinated school events and parent-teacher meetings, promoting transparent communication, and increasing parent satisfaction levels by 80%.

**Marketing Manager Swiss Personal Care Pvt. Ltd.****Dec 2015 - Sep 2017**

- Elevated sales by 75% through knowledge-sharing sessions, applying effective knowledge management principles.
- Led online community expansion by 35% via SEO optimization and innovative knowledge-sharing techniques.
- Achieved a 45% boost in sales revenue by applying knowledge-based insights to campaign analysis.
- Managed production-related documentation, ensuring precision and compliance through review cycles.

**EDUCATION**

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- MBA in Marketing from Parul Institute of Engineering and Technology, Vadodara (GPA: 7.52)
- Bachelor in Computer Application Maharaja Sayajirao University, Vadodara (GPA: 7.0)

**CERTIFICATIONS**

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**Management & Leadership:**

Agile Certified Practitioner, Agile Scrum Master, CAPM®, Certification of Capability in Business Analysis, Lean Management.

**Marketing & Analytics:**

Advanced Email Marketing, Advanced SEO, Business Analytics with Excel, Complete Google AdWords Professional, Digital Marketing 101, Power BI, Tableau Training.

**Quality Assurance:**

Advanced Lean Six Sigma Yellow Belt, Introduction to Six Sigma.