

NISHTHA LEKHA

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PROFESSIONAL SUMMARY

A dynamic and dedicated Social Media Escalation Executive with over 7 years of experience in managing and resolving high-prior interactions. Adept at crisis management, customer service, and strategic communication to protect and enhance brand reputation. Proven identifying and addressing potential issues promptly, ensuring customer satisfaction and fostering positive engagement across various platforms. Skilled in utilizing advanced social media monitoring tools, analyzing data for actionable insights, and collaborating with cross-functional teams to achieve organizational goals. Resourceful and proactive in identifying potential issues and implementing effective solutions to prevent

EDUCATION

Swami Vivekanand Subharti University, Meerut, Uttar Pradesh July 2017 - July 2018
Masters in Business Administration
Invertis University, Bareilly, Uttar Pradesh July 2013 - July 2015
Bachelor of Commerce

SKILLS

Social Media Escalations LinkedIn, Twitter, Facebook, Instagram
Office Tools MS Word, MS Excel, MS PowerPoint
Social Media Monitoring Sprinklr, Freshdesk, VSM, Avaya

WORK EXPERIENCE

Paytm Payments Bank Pvt. Ltd., Noida, Uttar Pradesh February 2023 - Present
Sr. Associate, Social Media and Nodal Escalations
Effectively managing escalated social media interactions (LinkedIn, Facebook and Twitter), ensuring timely and effective resolution of complaints.
Developing and implementing escalation protocols to streamline issue resolution and improve response times.
Collaborating with PR and marketing teams to address potential PR crises and mitigate negative publicity (DSAT).
Conducting Root Cause Analysis (RCA) and communicating findings to relevant stakeholders for the implementation of necessary improvements.
Analyzing social media data to identify trends and areas for improvement, leading to a 35% increase in positive sentiment.
Training and mentoring junior team members on best practices in social media engagement and crisis management.

Lenskart Solutions Pvt. Ltd., New Delhi, India December 2019 - December 2022
Subject Matter Expert, Chat and Social Media Escalations
Monitored social media channels for customer feedback, complaints, and potential issues.
Conducted Sprinklr chat bot testing and automation leading to 50%-time reduction in addressing customers' queries.
Responded to customer inquiries and complaints, providing solutions and escalating when necessary.
Created and maintained a knowledge base of common issues and resolutions to improve response efficiency.
Assisted in developing social media strategies to enhance customer engagement and brand loyalty.

Book My Forex Pvt. Ltd., Gurugram, Haryana December 2017 - December 2019
Executive, Vendor Management
Managed end-to-end vendor lifecycle, from sourcing and onboarding to performance evaluation and contract renewal.
Negotiated contracts and service level agreements (SLAs) with vendors, resulting in a 15% cost reduction annually.
Developed and implemented vendor management policies and procedures, enhancing operational efficiency and compliance.
Collaborated with procurement, legal, and finance teams to ensure alignment with organizational goals and regulatory requirements.
Conducted regular vendor performance reviews and audits, leading to improved service quality and vendor accountability.

Policybazaar Insurance Brokers Pvt. Ltd. February 2017 - February 2019
Executive, Customer Relationship Management (CRM)
Built and maintained strong relationships with clients, resulting in increased customer satisfaction and repeat business.
Analyzed customer data to identify trends and provide insights for product development and service enhancement.
Addressed customer inquiries and resolved complaints promptly, maintaining a high level of customer satisfaction.
Developed customized account plans to meet the unique needs of each client, contributing to a 15% increase in account growth.
Facilitated regular meetings with clients to discuss progress, gather feedback, and plan for future needs.

SOFT SKILLS

- Exceptional communication, analytical and management skills.
- Understanding and addressing customer emotions and perspectives.
- Prioritizing tasks and managing time effectively to handle multiple escalations.
- Positive Thinker, Self-Motivated and pick Process Development Projects.