

CHHAYA KUMARI

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SUMMARY

Focused and driven professional seeking a challenging role in Operations and HR, where I can leverage my expertise to streamline processes, enhance employee engagement, and drive organizational success. With a solid background in both fields, I aim to contribute strategic insights, foster a collaborative work environment, and implement innovative solutions that optimize efficiency and maximize performance. Committed to continuous learning and growth, I strive to make a positive impact by aligning operational objectives with HR initiatives to achieve company goals effectively.

SKILLS

- MS Office.
- Canva.
- Problem solving.
- Good communication skills.
- Poised under pressure.
- Fun & Energetic.

WORK EXPERIENCE

BitClass, Bangalore, India

Operations Associate

DEC 2021 – FEB 2023

- My responsibilities are to provide a **visual solution** through **designing, formatting, creating presentations/documents, layouts and graphics**.
- Handling the ongoing partnership with **Paytm** and **BookMyShow**. I am **accountable** for **operational listing** and **success metrics** between **my company** and the other **two platforms**.
- Worked on **generating more than 40 Upsell and Advance links** of the courses on daily basis.
- Responsible for **creating multiple PPTs for every course using Canva**, to be used for Upselling and Cross-selling of the courses.
- Understanding and **finalizing the selling and discounted price, also calculating the GST rate** to be applied on all the Upsell and Advance courses.
- Responsible for **external and internal tagging** of the free, upsell and advance courses, maintaining their right categorization on the platform, both website and app.
- Work on **analysing, reviewing and updating the content** as per the need for Upselling and Cross-selling of the courses.
- Responsible for **tracking daily operations of the Advance and Upsell courses and reporting and resolving issues** in terms of links, contents, prices, course dates, etc.

EDUCATION

- **Bachelor of Business Administration** | 2018-2021 | Dr Bhimrao Ambedkar University, Agra, Uttar Pradesh.
- **HIGHER SECONDARY EDUCATION** | 2018 | Kendriya Vidyalaya Baad, Mathura, Uttar Pradesh.
- **SECONDARY EDUCATION** | 2015 | Kendriya Vidyalaya Baad, Mathura, Uttar Pradesh.

CERTIFICATIONS

- **Graphic Designing** | Dec 2022- July 2023 | CHROMA CAMPUS, Noida.
 - **Typography, Illustration, Digital Design, Branding, and Multimedia**
- **The Fundamentals of Digital Marketing** - Google Digital Unlocked.
- **Project Network** - Coursera.

Awards/Achievement

- **Super Contributor – BitClass.**
- Secured **1st Position** in the **4th Senior Adventure National Championship (Men & Women).**
- **House Captain** of Co-Curricular Activities in school.

Activities and Interests

- Writing
- Singing
- Learning new skills.