

## ACHITA GOSWAMI

Mobile: +91 9990225020

E-Mail: achita.goswami@gmail.com

### Career Summary

- An out-of-the-box thinker of proven track record of streamlining workflow, establishing techniques and deft in project planning, project coordination with implementation with guidelines.
- Proficient in handling administrative, financial & publication duties associated with the position.
- Seasoned management professional with track record of successful deliveries and experience of over 4 years in Project Management, Editorial, Content Management, Project Management, KPO, Operations, Strategy, Growth & Scale up, Brand Promotion, Process Excellence, Brand Consultation helping in building collaterals. Primary contact for business customer for aided quality

### Objective

A dedicated management leader in a prominent digital content solutions organization seeking a challenging position where I'm able to nurture my editing, project management and robust online and offline marketing skills, enhance my knowledge & take on my role further by leading a team with proficiency in executing strategic marketing & brand positioning, Internal and client-facing communications, setting up & managing campaigns, coordinating with partners and sharing timely reports.

### Core Competencies/ Certifications

- Industry experience: Corporate Banking, KPO, Marketing, Brand building, Brand Marketing, Social Media Marketing, Media and Advertising, Marketing and E-communications, Digital marketing.
- Spearheading, managing and launching major projects
- Working knowledge of SEO, InDesign, XML
- Intermediate to expert level for MS-Office Suite (Word, Excel, Power Point)
- Completed Level of German Language (M-2), Max Müller Bhavan, Delhi

### Employment Details

**Innodata India Pvt. Ltd**- Copy Editor – Project Management & Editorial

**Sep 2014 – January '17**

**Yes Bank**- Business Support Officer (Corporate Service Delivery)

**Dec'12 - Sep'14**

### Key Responsibilities

#### Specialist - Copy Editor (Project & Content Management, Copy Editing, Vendor Outsourcing) at Innodata India Pvt. Ltd.

- Worked with European B2B clients to solve their editorial and digital content queries by providing first in line production support for renowned publications.
- Perform Copy Editing, Content Development, Content Writing, Digital Marketing, Business content Proofreading and Social Media Marketing tasks to ensure the output product is at par with client requirements.
- Resolving client's issues in timely and professional manner by coursing them through appropriate channels by attending weekly calls and reviewing editorial work done. Assisting in the production for marketing managers to get direct mail projects, classified publicity, and accomplishment of book and subscription orders
- Experienced in creating content for website, marketing collaterals, e-newsletters, print ads, landing pages, blogs, transactional emails etc.
- Handling of text/digital/editorial in English (British, American, German) as per client requirements for the production team.
- Handle escalations, along with solving a complex situation with accuracy to be able to meet the KPIs of the project.

#### Additional Task at present organization

- Project Management, assessing, tracking & maintaining comparison copies of junior copy editors.

- Mentoring & training new copy editors.
- Develop enriching ideas through in-depth research and industry trends
- Checking, maintaining financial billing reports
- Allotting titles to team members in the absence of managing editor/team leader.

#### Business Support Officer (Corporate Service Delivery) at Yes Bank

- Responsible for handling day-to-day banking functions at the branch including servicing corporate clients, handling queries, complaints and requirements, quarterly review of loans and facilities sanctioned to large corporates.
- Generate various MIS reports as applicable (Account Opening, Daily Term Deposit, Balance Sheet, Stop Payment, Large General Banking Transactions, TOD, Remittances, Foreign Currency Transaction etc)
- Abide strictly with the transaction processing norms defined by the organization and adherence to guidelines by internal and external regulators
- Supported business customers from Germany, Austria & Switzerland where investigations on customer's/partner's technical and finance remittances were catered.

#### Academic Details

- **Master's in Business Administration** (MBA Finance and International Business) from Amity University, Noida.
- **Bachelor of Commerce** from Dyal Singh College, University of Delhi, 2009.
- Senior Secondary (12th) from Vishwa Bharti School, Noida (CBSE Board), 2006
- Secondary School(10th) from Vishwa Bharti School, Noida (CBSE Board), 2004

#### Extra-Curricular

- Member of the College Editorial Club while pursuing graduation
- Core member of Debate Committee (Economics Department) in college
- Active Member of Entrepreneurial Group while pursuing MBA.
- Travelling
- Photography
- Blogging

#### Other details

- Languages known: English, German, Hindi, Punjabi

References: Available on request

