

Robi Choudhary

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PROFILE

Strategically driven operations specialist adept at guiding account holders in campaign development, resolving technical issues, and delivering engaging presentations. Skilled in team leadership, Content Moderation, client communication, and fostering collaboration across departments. Proven track record of enhancing team quality, optimizing performance, and ensuring data-driven decision-making.

EXPERIENCE

Sr. Operations Representative |Concentrix| Gurgaon| August 2023 – April 2024

- Provided campaign consultation and assistance to account holders in strategizing effective marketing campaigns, facilitating their success and achievement of campaign objectives.
- Ensured timely and accurate content moderation of campaigns to deliver on all SLAs while upholding platform policies and community guidelines.
- Troubleshoot technical issues, campaign optimization queries, and other challenges faced by premium account holders, providing timely solutions and recommendations.
- Prepared engaging slideshow presentations for client meetings, Developed and maintained productivity dashboards for team.
- Generated shift reports to track team performance and operational metrics, facilitating data-driven decision-making and continuous improvement.
- Conducted refresher sessions to enhance team quality and performance, delivering training on new tools, processes, and best practices.

Media Buying and Marketing Executive | DUZ Media Group | Delhi | June2022 - July2023

- Served as a primary point of contact for clients, providing regular updates on campaign progress, addressing inquiries, and managing expectations
- Coordinate with internal teams, including creative, media, and client servicing, to develop and execute marketing campaigns according to client briefs and objectives.
- Foster collaboration and teamwork across departments to ensure seamless coordination and delivery of client projects. Ensure adherence to project timelines, budgets, and quality standards throughout the campaign lifecycle.
- Organized teasers and presentations for diverse events attended by the team, ensuring clear communication of key messages amongst participants.

Process Executive | Cognizant Technology Solutions | Gurgaon | May2021 - May2022

- Managed Marketing Operations, focusing on Google Ads extensions and content moderation as per guidelines and policies.
- Escalated complex or sensitive content issues to appropriate teams for further review and action.
- Proficient in rating text content for online publication to ensure it aligns with policies and guidelines.
- Conducted thorough content analysis, identifying and removing inappropriate or harmful content such as hate speech, violence, and graphic imagery.
- Prepared content presentations for team development and maintained trackers for updates and weekly activity sessions.
- Provided mentorship and guidance to junior content moderation team members, ensuring consistent adherence to moderation standards and best practices.

EDUCATION

Master of Business Administration

October 2020

Institution: Galgotias University

Bachelor of Arts

September 2019

Institution: Delhi University

CERTIFICATIONS

Performance Marketing – Digital Vidya

Meta Buying and Planning - Meta

Google Ads Certifications – Google

PROJECTS

Internship Project: Max Healthcare | June 2019

Conducted primary and secondary research in HR department.

Capstone Project: Galgotias University | April 2020

Research on barriers of Health Insurance Industry in India.

PROFESSIONAL ACHIEVEMENTS

- Received reward for maintaining a track record of ensuring 100% data quality for 3 months.
- Acknowledged by the Deputy Manager for ensuring maximum production.

SKILLS

- Microsoft excel
- Microsoft excel Word
- Microsoft excel Power Point.
- Microsoft excel Outlook.
- Meta Business Suite
- Salesforce
- Canva
- Digital Marketing
- Google Ads
- Operations Management
- Problem Solving
- Client Engagement
- Stakeholder Management
- Issue Resolution
- Presentation Preparation
- Productivity Dashboards
- Shift Reports
- Team Quality Assurance
- Client Service Excellence