

ATIKSHA BIRENDRA

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EDUCATION

Indian Institute of Management, Jammu

Nov 2022- Jan 2023

General Management Program in Entrepreneurship | Certificate

Relevant Coursework: Marketing management, Operations management, Business strategy and Communication

Jamia Millia Islamia, New Delhi

June 2022–Sep 2022

Digital Marketing | Diploma

Relevant Coursework: SEO, Google Analytics, Email Marketing, Keyword Research, KPIs, Content Management.

Patna University, Patna,

May 2018–August 2021

Bachelor of Arts (hons.) | Grades: 65%

Major in Economics; Minors in Statistics and English

Relevant Coursework: Data Analysis, Consumer Awareness; Research Methodology

ADDITIONAL

Technical Skills: Microsoft Office Suite, Google Workspace, CRM tools (Jira, Trello), Tawk (live chat), Canva & Digital Tools

Soft skills: Content Writing-Email Outreach-Effective business communication -Client Relationship Management -Administrative

Tasks -Project coordination- Digital product development-Workflow management, -Team Support & Collaboration-Documentation

-Problem-Solving- Empathy,-Analytical Thinking, Presentation Skills,-Documentation

Language skills: Hindi (Native), English (Professional)

Certifications & Training: Customer Success, Project management, MS-Excel

WORK EXPERIENCE

Makerble

October 23-Present

Technical Onboarding Assistant

- Created and managed content for client onboarding, handling customer queries through email, chat, and video calls, ensuring clarity and adherence to protocols.
- Developed comprehensive Confluence articles for clients, showcasing effective content creation and communication skills.
- Streamlined processes using CRM tools and contributed to a 20% increase in team productivity through communication improvements and process optimizations.
- Managed large volumes of inquiries and client responses, ensuring timely and accurate communication.

Brainspark

December 2022

Quality Review & Analyst

- Ensured 98% accuracy, clarity, and guidelines compliance by regularly reviewing more than 50 questions every day.
- Communicated effectively with the team to optimize processes and address customer needs, ensuring continuous improvement in service delivery.

Welocalize

June 2022

Search Quality rater

- Evaluated search engine results and ads, applying attention to detail to ensure accuracy and consistency.
- Contributed to improving content strategies by suggesting better approaches based on performance analysis.

Ezymart Retail

August 2021

Administrative Associate

- Managed CRM operational tasks and vendor communication, reducing operational costs by 10%.
- Worked with large data sets, ensuring accurate cataloging & maintaining consistency in product descriptions on app& website.

PROJECTS

Text-to-speech validator | Spire Lab, IISc

Feb 2023

- Conducted over 200+ translation, transcription, audio, and data annotation tasks, demonstrating strong attention to detail and accuracy.

Spoken Tutorial Assessments Project | IIT Bombay

June 2022

- Troubleshoot the Spoken Tutorial website, ensuring timely updates and maintenance of over 1000 tutorial videos.

Content moderator (Digital Marketing) | IIT Gandhinagar

Nov 2022

- Executed and managed digital marketing campaigns, improving audience engagement across social media, email marketing, and SEO.