



SHIVANI GUPTA



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# CAREER SUMMARY

Content Associate with **3.5** years of expertise in quality assurance, auditing and quality testing. Proven track record of quality ownership of the project and corporate client satisfaction by ensuring the success of team’s manual and automation efforts in an agile working environment throughout the product delivery lifecycle.

# CORE COMPETENCIES

Project Management | Client Communication | Quality Assurance Specialist | Product knowledge | Process Optimization | Content Editor

# PROJECT

Evaluation of commonly available plants as potential candidates for formulation of herbal hair dye.

# TRAINING

1. Advance techniques training from **RAPTURE BIOTECH**, Noida
2. Industrial summer training from **ELWORLD AGRO & INDUSTRIAL FOODS PVT. Ltd.**

# ACHIVEMENTS

* + Award of Excellence for **Outstanding Performance** During Training from **Rapture Biotech**
  + Attended Workshop on **Herbal Drug Formulation**
  + Participated in the **National Conference** on trends in science and biotechnology
  + Participated in **national online quiz on COVID 2019, DIT University**

# PROFESSIONAL EXPERIENCE

April 2021 – Present | Amazon Private Limited Company, Chennai.

* Conducted quality audits on video titles to ensure compliance with Prime video standards.
* Identified and documented issues with content systematically, maintaining accurate records.
* Strong ability to spot and catch errors in content by following editing SOP and maintaining attention to detail.
* Experienced in using software tools for quality audit, content editing, and data capture.
* Verified and edited metadata for accuracy and completeness with a success rate of 99.9%.
* Conducted daily quality checks on over 400 video assets using established standard operating procedures to ensure optimized metadata, image, subtitles, audio, and video elements resulting in a 95% increase in customer satisfaction ratings.
* Maintained strict adherence to Standard Operating Procedures while also proactively identifying opportunities for process improvement that resulted in a 10% increase in productivity.

# EDUCATION

**Bachelor of Technology in Biotechnology**

* Dr. A.P.J. Abdul Kalam Technical University (AKTU), India May 2020
* Pursuing **MBA** from IMT CDL, Ghaziabad.

# SKILLS

* Can adopt to any kind of environment
* Positive attitude, hard working
* Ability to build relationship and trust
* MS Excel
* MS Word

# PERSONAL INFORMATION

# FATHER’S NAME – MR.MUKESH KUMAR GUPTA

# MOTHER’S NAME – MRS.MAMTA GUPTA

# MARITIAL STATUS – MARRIED

# DATE OF BIRTH – 16th June 1997

# GENDER– Female

# HOBBIES – Playing Badminton, Dancing.

# ADDRESS – SG-140 SHASTRI NAGAR GHAZIABAD