

Gleeta Dsouza

SR Nest, Opp. to Lassi Shop, Near KVB ATM, Bangalore, 560095. State – Karnataka

Professional Experience:

- ✚ Currently Working with **Swiggy** as Catalogue - Quality Specialist (**SEP2018- till date**)

Quality Specialist Project Responsibilities:

- Prepare an overall strategy for content as per discussions with functional teams.
- Report audit results and communicate them to others within the organization.
- Maintain a consistent look and feel throughout all content on the web.
- Approve or disapprove audit entries based on pre-defined guidelines and explain logical reasoning behind approve/reject decision.
- Review authoritative sources to validate Catalogue data when needed
- Thoroughly check product details to ensure accuracy and completeness of the data
- Provide feedback to streamline existing processes to help the team achieve more consistent results with high quality
- Data Entry Audit
- Menu Audit
- Quality Score Analysis & Reporting
- Menu Update - Price, Items addition/deletion
- Menu Audit
- Image Tagging

Catalogue Function is segregated into:

1. Catalogue Content Team
2. Catalogue QA Team
3. Catalogue Revisions Team
4. Catalogue On-Call Team

- ✚ Worked with **Muffets and Tuffets** as a Marketing and Catalogue Management (**JAN2016 - AUG2018**)

- Maintained close client communications while clearly defining marketing objectives.
- Single point of contact for issues associated with client.
- Held regular staff meetings to track progress of all ongoing campaigns.
- Coordinate retention efforts in conjunction with the Product Marketing team as needed.
- Establish effective working relationships throughout the organization to make sure that there is solid communication flow of information and feedback on process, policy and product changes.
- Document all client contacts accurately and in a timely manner using the appropriate systems and communication channels and also ensure issues are escalated to key stakeholders.
- MS Excel for reporting and metric purposes in an effort to identify inaccurate data and opportunities for stream lining process improvement Contributes to team effort by accomplishing related results as needed.

Other Responsibilities:

Training & Compliance:

- Development/Review of SOP, Forms, Operating Guides
- Identification, planning and creation of departmental and organizational level training modules & relevant training materials.

Vendor Management:

- Identification, Evaluation & follow-up with Vendors
- Identifying, highlighting and follow up till issue resolution related to the Vendors

Media, Networking & Digital Marketing:

- Inputs to website development
- Inputs to Logo selection
- Increase Brand Recognition
- Identification of Opportunities and Developing Strategies to attract Internal and External Customers
- Customer Insight

Worked with **Swiggy**, as a **Catalogue Specialist** Bangalore, **(JAN2015-NOV2015)**.

Catalogue Specialist Responsibilities:

- As a start-up company, was involved from Inception.
- End-to-end analysing the data and fixing the menu for a restaurant
- Creating a Restaurant Portfolio and assessment
- Capability Building for 10 people (including Managers) on the process
- Worked on CMS (Catalogue Management System)
- Worked with sales and marketing team to fast track the work.

Academic Qualification:

<u>Qualification</u>	<u>University</u>
BBM	St Joseph College of Commerce (Autonomous): Specialized in Human Resource
Pre-University	Shivaji College (Karnataka State Board)

Reference: References will be provided upon request.

I certify that the information provided above is complete and accurate.

Date:

Place: Bangalore

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