

WORK

EXPERIENCE

EXECUTIVE, TO THE NEW Pvt. Ltd. Noida, UP <i>TO THE NEW is a global digital technology firm specializing in digital transformation and product engineering, focusing on Cloud and Data-driven solutions. Its Media & Entertainment offerings provide end-to-end services across platforms, including OneOps Managed Services, which streamlines operations for OTT platforms with reliable, consolidated management and end-to-end ownership.</i> <ul style="list-style-type: none">Prepared comprehensive conformance reports for Amazon Prime, ensuring 100% adherence of movies and TV shows to local and international regulatory standards.Reviewed and edited over 100 subtitle files per month for accuracy, clarity, and readability, enhancing viewer experience.Monitored and implemented regulatory updates, ensuring compliance across 98% of reviewed content and minimizing legal risks for Amazon Prime.Provided actionable feedback, leading to a 30% reduction in compliance-related content revisions for production teams.Conducted 500+ training sessions for internal teams, improving compliance accuracy by 25% and ensuring alignment with evolving industry standards.Labeled and annotated over 100,000 data points for Amazon Prime, maintaining an accuracy rate of 98-99%, contributing to efficient data processing and content quality.Reviewed and flagged smoking or tobacco usage in over 7,000 hours of content, ensuring full compliance with depiction guidelines for Amazon Prime.Watched over 7,000 hours of content as part of quality control and compliance verification, ensuring accurate adherence to platform standards.Collaborated with cross-functional teams on over 10 content projects, including data labeling, content editing (blur and bleeps), pre-scripting, and audiobook production for Amazon Prime.	Sept '22- Present
Content Writer, Snapclick Pvt. Ltd. Patna, Bihar <i>Digital marketing agency providing Intelligence technology-enabled services to 100+ clients with \$10 Mn revenue. Sister Company of Bihar's leading Construction company, Mundeshwari, and ISM College, Patna.</i> <ul style="list-style-type: none">Created 20+ SEO campaigns for websites with complex structure and media design.Wrote a variety of pieces for content marketing, including long-form articles, blog posts, bylines, thought leadership reports, and CTAs for digital platforms that were SEO-friendly and effective.Worked on projects such as Virtualization of Bihar Museums worth 200 Mn.Provided daily blogs for 3 different pages.	MAY '22- JUN '22
Senior Content Writer, Vaau Advertising Patna, Bihar <i>Vaau is an Advertising, Event and Digital marketing service company serving a large clientele in Bihar, Jharkhand, and Delhi.</i> <ul style="list-style-type: none">Produced original, creative content for promotional advertisement and marketing materials for 20+ clients.Established a new social media team including Web developers, and Creative designers leading to the growth company's web presence by 2k followers in 1 month.Managed competing deadlines with efficiency.Presented clients with unique copy options based on overall marketing objectives.	JUL '21- OCT '21
Content Creator, Patnabeats Patna, Bihar <i>Patnabeats is an online media and e-commerce company with the purpose of not only propagating the positivity of Bihar but also carving out the unnoticed segments that should be on the surface. Also, an advertisement and digital marketing service company serving 50+ clients.</i> <ul style="list-style-type: none">Strategized with the team to create a business plan, purchase, branding, advertising, remodeling, and marketing for a technology company.Initiated a series of events in Patna which increased the face value of the company.Played an instrumental role in creative planning and worked with a resourceful team to elevate the quality of content and designs.Brought creative ideas to the team which increased the company's IG followers by 20K	OCT '20- JAN '21

SKILLS

- OOONA
 - SAGE- MAKER
- SUBTITLE EDIT
 - LOCALISATION CENTRAL BY AWS
- CLIENT BASED TOOLS
 - VSN

EDUCATION

Bachelor in Mass Communication, Patna Womens College Member of the Editorial team for college newspaper and magazine. Member of the PR team SGPA: 9.21	2019- 2022
--	-------------------

LANGUAGES

English <i>Professional</i> Speaking/ writing/ reading	HINDI <i>Professional</i> Speaking/ writing/ reading	KOREAN <i>Intermediate</i> Speaking/ writing/ reading
---	---	--