Sonali Das

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In my role as a Senior Associate, I focus on driving operational excellence and process optimization across our content management ecosystem. Over the past 4.3 years, I've developed expertise in performance management, team leadership, and process automation, consistently delivering measurable improvements to our operations.

PROFESSIONAL EXPERIENCE

Senior Associate at Amazon   **Dec 2022 - Present**

- Reduced defect rates by 20% by mentoring a 29-member team and establishing new KPI and audit standards, achieving 98% operational accuracy
- A key highlight of my tenure was being selected to support our international expansion through a two-week onsite training program in Madrid where I trained a new team of 18 employees. This experience, combined with my work in cross-functional collaboration with Product, Engineering, and Content Ops teams, helped establish 24/7 global service coverage in Spain, resulting in a 34% increase in fast-track production throughput.
- Oversee a comprehensive performance reporting framework tracking redelivery asset management in Amazon Prime Video platform for 453 global vendors. This initiative has contributed to a 22% year-over-year improvement in content readiness.
- Decreased aging catalog defects from 15% to 5% through systematic process improvements and regular monitoring.
- Maintained 4.2/5 stakeholder satisfaction rating through strategic delivery of data-driven executive reports, enhancing decision-making processes and cross-functional alignment.
- Spearheaded operational excellence by implementing comprehensive SOPs and managing end-to-end quality metrics, resulting in streamlined issue resolution across multiple platforms (CRMS, Looking Glass, internal ticketing systems)

Digital Content Associate at Amazon   **Feb 2021- Nov 2022**

- Implemented automated service tracking systems that increased efficiency by 45% and reduced manual headcount by 5 FTEs, while maintaining a 99% SLA with international stakeholders.
- Drove adoption of new tools and intake processes, collaborating across content and tech teams to align delivery with regional compliance and support scalability.
- Supported content workflow metrics reporting using Excel, PowerBI and MySQL, enabling improved quarterly planning and performance visibility for leadership reviews.

SKILLS & CORE COMPETENCIES

- **Process optimization and automation:** Implemented automated systems reducing manual effort by 5 FTEs while maintaining 99% SLA
- **Team leadership and mentoring:** Successfully trained and mentored new hires, creating comprehensive training repositories
- **Cross-functional collaboration:** Partnered with Product, Engineering, and Content teams to launch global services
- **Data-driven decision making:** Developed performance metrics framework tracking vendors
- **Stakeholder management:** Maintained 4.2/5 stakeholder satisfaction score through effective communication.
- **Quality control and performance tracking:** Improved team quality metrics by 10% through systematic audits and monitoring

EDUCATION

The University of Burdwan, Burdwan   **August 2019**

Masters of Science in Zoology

AWARDS & ACHIEVEMENTS

- **12 Rewards and Recognition awards**: 5 Top Performer, 3 Spot Award, 4 Zero Defect
- Received accolade for successfully training newly established team for a 24/7 operational model for new geographies