**Shivani Kaul**

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**Social Media | Content Writer | HR | Training | Voice and Accent**

**B.A.level educated Economics student with over 18 years’ experience in the BPO industry** with a broad set of skills applicable across different BPO Operations, Human Resources and Training. Having a progressive two-decade experience in Accent neutralization, Business Writing Skills, E-mail and Chat etiquette etc., Enhancing Customer Experience, Prevention of Sexual Harassment against Women at the Workplace POSH training and relating behavior to goals, performing well in high-pressure, competitive environments. Enthusiastic achiever with a solid background in learning, coaching, mentoring and promoting employees combined with skills to produce training content that can be seamlessly woven into training plans for easy facilitation. Well-rounded, multilingual, culturally aware professional with a unique ability to relate to diverse populations with various backgrounds. Highly skilled in solving social, interpersonal and business problems for clients and other stakeholders. Committed to improving life quality on the individual and social level.

**CORE COMPETENCIES AND ACHIEVEMENTS**

* **Good knowledge of Learning Behaviors.** Earned B.A. Degree in Economics from Pune University with Psychology as a secondary subject that’s guided me in my learning and development endeavors. Additional knowledge of recruitment, employee relations, employee engagement, information security and workplace etiquette compliance requirements.
* **Accent neutralization Expert.** Succeeded as a trainer and coach in managing and neutralizing accents of BPO employees hired to handle customers queries from the US and UK. Exceptional abilities to forge new and enduring relationships with trainees, employees and various stakeholders while developing and maintaining existing ones.
* **Proven Success in Customizing Training Content.** Proactively customized learning material as per clients’ needs and business demands while meeting the overall training throughput.
* **Keen Attention to Detail.** Accurate, reliable, and diligent. Always complete projects/tasks within budgets and schedules. Can handle any ongoing challenges. Excelled in academic research and business writing.
* **High CSAT Contributor.** Been the single point of contact for scores of employees who are in production and need to improve their Customer Satisfaction CSAT scores. Conditioned my coaching and facilitating style to suit the needs of employees already in production as well as in training.
* **Community Involvement.** Engaged in numerous social outreach initiatives ranging from imparting education to children from underprivileged sections to providing sustainable menstrual hygiene solutions to women in India.
* **Systems Utilization and Technology Skills.** Proficient use of Windows operating systems, well versed with MS Office Suite (Word, Excel, PowerPoint). Working knowledge of PeopleSoft and WordPress.

**PROFESSIONAL EXPERIENCE**

### Social Media Manager

***Neeman’s*, Hyderabad 2020 – Present**

Created content for a celebrity campaign (Vir Das)

Research audience preferences and discover current trends  
Create engaging content  
Design posts to sustain readers’ curiosity and create buzz around new products  
Measure web traffic and monitor SEO  
Stay up-to-date with changes in all social platforms ensuring maximum effectiveness  
Engage co-workers to use social media in a cohesive and beneficial way  
Facilitate online conversations with customers and respond to queries  
Report on online reviews and feedback from customers and fans  
Develop an optimal posting schedule, considering web traffic and customer engagement metrics  
Oversee social media accounts’ layout

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### Group Manager, Leadership Support

***MattsenKumar LLC*, Gurgaon 2018 – 2019**

Conduit of information between the employees at large and the CEO

Help in writing speeches, making PowerPoint presentations and preparing background notes and agenda for crucial meetings.

Support CEO with meeting agenda creation, preparation, execution, and ongoing follow-up

Ensure clear timelines and deliverables are set and coordinated with meeting attendees

Follow up on deliverables and relay information regularly to the CEO

Proactively identify ways to improve the efficiency and efficacy of the CEO and Management Team

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### Group HR Manager

***MattsenKumar LLC*, Gurgaon 2016 - 2018**

Provide guidance to job seekers, career changers, and those in transition on most effective methods of self-marketing, networking, and relationship building. Advise on various job search and interview preparation techniques. Consult on resume and voice and accent capabilities. Conduct Prevention of Sexual Harassment against Women at the Workplace compliance trainings across the organization for all employees. Design content for company’s social media pages and promote the followership. Create highly engaging motivational content about work-life balance, stress management, mental health, workplace psychology, diversity and inclusion, and other topics related to personal and social aspects of career development, growing significant following within short terms.

***Manager, Training***

***MattsenKumar LLC*, Gurgaon 2012 – 2016**

Responsible for end to end Training framework formerly known as HyperQuality

Cross Training, Change Management Training & Employee Development activities.

Successful implementation of Training Calendar,

100% adherence to certification and recertification on Process Training.

Drive KM initiatives, Knowledge Management forums and Best Practice forums

Contribute by taking up training delivery in soft skills and/or functional skills topics.

Responsible for Attrition risk mitigation along with Operations manager including Key roles and succession planning Reduction in Cost of Training (bringing in market best practices).

Review Progress with Operations on monthly basis and publish Monthly Training Dashboards.

***Assistant Manager, Training***

**Serco Global Services, New Delhi 2010 – 2012**

Handling Training batches and equipping them with the skills required to go live on the customer service floor

Train new recruits in the areas of CORE Training vertical

Carry on voice coaching activities for both US and UK processes for employees already in production

Conduct TNA for in-training and on-floor employees

Participate in forums for continuously revamping the voice and accent content to customize it as per business needs

***Trainer, Voice and Accent***

**Wipro BPO, New Delhi2009-2010**

Handle Communication and Soft skills training for new joiners as required.

***Asst Manager, BPO Operations***

**IBM Daksh, Philippines 2006**

Cooperated with teams in developing indices in order to facilitate the evaluation of life insurance pools held by large companies. Generated solutions for complex life insurance pools by performing third-party risk analysis and creating a “longevity swap.” Created a media index for the world's largest advertising agency to report the consumption of large-scale advertising space via TV, Internet, and mobile devices. Provided risk analysis and consulting services.

***Process Associate***

**Genpact, Gurgaon and Jaipur 2002 – 2006**

Among the first 50 employees to setup operations in GECIS Jaipur.

Answering Inbound Calls from U.S customers providing technical assistance on GE Financial Assurance websites.

BCP/ DRP leader for my team which involves conducting cold and hot tests for various other Genpact sites

Worked with the Non-Cards Collections Process at GECIS Jaipur that essentially requires making outbound calls, Tracking customer complaints in Siebel 7.0

**EDUCATION AND TRAINING**

**Pune University**

B.A. in Economics major with Psychology as secondary subject (March 1997 – April 2000)

**Maharashtra HSCE Board**

12th from Mumbai’s Junior College (March 1996 - April 1997)