

# ARKADEEP DAS

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## OBJECTIVES

Result-oriented professional with nearly 3 years of experience in Content Development, Client Servicing & Client Relationship Management. Targeting opportunities in Customer Servicing & Content Development with an organization of repute.

## PROFILE SUMMARY

- **An accomplished Content Developer** with experience in **Customer Service and Resume Writing**, exhibiting a strong commitment to providing exceptional customer support.
- **Currently working in Naukri.com (Infoedge) as an Associate Senior Executive**, crafting compelling and ATS-friendly resumes for diverse clientele, resulting in increased interview invitations and job placements.
- Exceptional **customer service skills gained through interactions with a wide range of clients**, ensuring their needs are met promptly and effectively; skilled in managing a high volume of clients and resolving issues effectively, resulting in increased customer satisfaction.
- Consistently **gained Gold/Gold+ rating** and received many client appreciation mails for providing outstanding customer support.
- Proactive in **gathering feedback from customers to identify areas for improvement** and implementing strategies to enhance overall service quality.
- Experienced in using various customer service tools and software, including CRM systems, and virtual phone systems, to streamline interactions and track customer requests.
- Detail-oriented and organized, capable of managing multiple tasks simultaneously while maintaining a high level of accuracy and attention to detail.

## CORE COMPETENCIES

Resume Writing	Content Writing	Copywriting	Content Development
Talent Counselling	Service Delivery	Customer Lifecycle Management	Escalation Management
Research & Analysis	Report Generation	Cross-functional Coordination	Customer Relationship Management

## WORK EXPERIENCE

### Sep'21 -Till Date | Info Edge India Ltd. | Associate Resume Writer- Naukri.Com

#### Key Result Areas:

- Crafting impeccably formatted resumes tailored to each job application, while ensuring content aligns with industry standards and employer expectations while successfully managing a workload of over 120 clients monthly.
- Designing visually appealing layouts, customizing resume formats to suit diverse employer preferences and job requirements.
- Conducting thorough grammar and content checks, refining language and facts to optimize resonance with targeted positions; enhancing resume readability through rewriting, editing, and error correction in spelling, punctuation, and syntax.
- Offering constructive feedback to candidates, identifying gaps in the resume and pinpointing areas for improvement.
- Staying ahead of evolving job market trends and demands.
- Engaging with clients via email to address inquiries, implement revisions, while providing utmost satisfaction.
- Collaborating with Customer Care, Service Delivery & Standards Teams to address and resolve client concerns effectively within TAT.

#### Highlights:

- Achieved a production of 120+ resumes consistently for Q4 of FY-2024

## Mar'21- Mar'21 | Kyabaath | Intern

### Key Result Areas:

- Analyzed trends, and constant keyword search to optimize content and created creative articles on topics ranging from business to celebrities.
- Collaborated with the digital marketing team to develop and implement content strategies aimed at improving search engine rankings and increasing website authority.
- Monitored and analyzed website traffic, engagement metrics, and keyword performance to identify opportunities for content optimization and continuous improvement.

## EDUCATION

**2019: B.A. in English Honours** from Charuchandra College

**2015: Higher Secondary** from Young Horizons School

## CERTIFICATIONS

Content Marketing by HubSpot | Inbound Marketing by HubSpot | Email Marketing by HubSpot

## IT SKILLS

MS Word | MS Excel | MS PowerPoint | MS Outlook | Canva

## PERSONAL DETAILS

**Date of Birth:** 30<sup>th</sup> November 1997

**Languages Known:** English, Hindi & Bengali

**Address:** 3A, Manjari Apartment, Near Balia Balak Sangharsh Club, Balia, Garia Station Road, Kolkata- 700084