

Shalini Thakur

Senior Analyst

Personal Information

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South Delhi - India
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Skills

- Team Management
- Critical Thinking Analytical
- Problem Solving
- Quality Checking
- Project Management
- Leadership Qualities
- Quantitative Research
- Primary Research
- Secondary Research
- Descriptive Research
- Data Analysis
- Content Analysis

Tools

- Microsoft Office Suite
- Horreum
- Newsletter Media Navigator
- Salesforce
- Wordspan (Beginner)
- Rez Agent
- TMP (Template MetaProgramming)

EDUCATION



Indian Institute of Business & Management (IIBM), Delhi 2020-2022
MBA (Specialization in Digital Marketing & Entrepreneurship Management)



Delhi University, Delhi 2017-2019
Bachelor of Arts & Humanities (BA Programme)

WORK EXPERIENCE



Wipro Ltd. Delhi 08/2019 – Till Present

Senior Media Analyst

- Demonstrated strong communication skills by **directly interacting with clients** to understand their requirements, address inquiries, and provide timely updates on projects.
- Conducted **comprehensive secondary research** in various languages to gather relevant information from news articles, ensuring a diverse and comprehensive perspective for analysis.
- Developed professional **relationships with publishers and publication houses**, negotiating contracts, obtaining permissions, and securing necessary resources for projects.
- Utilized effective **research strategies to collect and analyze** relevant data from diverse resources, including online databases, academic journals, industry reports, and reputable publications, ensuring accuracy and reliability in data collection.



Teleperformance, Delhi – India 12/2018 – 08/2019

Senior Consultant

- Direct dealing with clients for business betterment.
- Efficiently managed and coordinated promo codes, discount offers, and packages for hotels and flights, ensuring accuracy, competitiveness, and maximum value for clients, resulting in increased customer satisfaction and repeat business.
- Conducted thorough quality checks on promo codes to ensure accuracy, validity, and adherence to company policies and guidelines, maintaining a high standard of quality assurance and customer satisfaction.



Intelene Global Services, Delhi 03/2017 – 12/2018

Customer Support Associate

- Actively engaged in direct interactions with customers, dealers of buses, hotels, airlines, and IRCTC, to understand their needs, address inquiries, and provide prompt resolutions.
- Effectively managed and resolved customer complaints and inquiries by promptly addressing their concerns, offering appropriate solutions, and ensuring customer satisfaction.



Indian Institute of Technology (IIT), Delhi 03/2016 – 01/2017

Project Coordinator

- Engaged in rural projects with a focus on research, to understand and address the specific needs and challenges faced by rural communities.
- Collect Data from different sources
- Actively interacted with individuals residing in rural areas to gather information, maintain accurate records to ensure data integrity, and established rapport and trust with community members, ensuring the reliability and efficiency of data collection processes.



Achievers Real Estate, Delhi 10/2014 – 12/2015

Sales Executive

- Based in the Client's office, I was part of the Senior Sales Team (Direct dealing with clients in making leads for commercial properties).
- Handling data with other team members and front office.

ACHIEVEMENTS

- Awarded Best Performer Award several times on monthly basis for Highest Productivity and Quality of Work.
- Received Letter of Appreciation for maintaining payments on time and Project Presentation for Clients.
- Awarded Best Quality Star a few times on monthly basis for checking the work processed by other team members.