

FLORA MOLLY BISWAS

PROFESSIONAL SUMMARY

A professional with expertise of content writing, language, language analysis and understand language of Social media and critics, customer grievance, human and employee management, psychology marketing collaborations, training and management.

LIFE SKILLS:

Active member of self-help group
Sōkka Kyōiku Gakkai

CORE COMPETENCIES

- Communication skills
- Problem analysis & problem-solving skills (Incl. Crisis Management)
- Highly organized, analytical reasoning & effective decision-maker
- Managing multiple projects
- Good orator
- Critical thinker
- Prioritizing different projects based on requirement.
- Human Psychology
- Human Psychology in Work Sector

PROFESSIONAL HISTORY

Brand Reputation Management (ORM) -

Swiggy | Nov 2019 - present

Engaged from Swiggy.in, SwiggyCares and other undisclosed Swiggy's private brands to maintain a favourable brand image from brand's multiple social media handles such as Twitter, Facebook, Google PlayStore, Voxya, LinkedIn, Consumercomplaints, Quora.

- Revamped approach in Social Media and CC approaches

Customer Relation/Retention | Brand Reputation | Marketing Engagements

- Providing resolution on parent page and third party pages
- Assist, observe and contain negative traction

Grievance Management

Address Employee Escalations and Grievance

- Tracked, contained and nullified activities affect brand reputation and core values
- Ensure a proper follow up and resolution to external employee reach outs

Partner Relationships | On-boarding/Partner Escalations

- Guide and assist partnership requests
- Follow up grievances to tie loose-ends

Maintain/Engage/Analyse Swiggy's Private Brands related escalations/Reputation

Promoted and Engaged in Campaigns focused on attracting new and retaining existing customers

Was a part of team of 3 for SwiggyXNetflix's promotion Haseen Dillruba

Contributed in testing tools and revamping process for process upgradation.

Worked on Sprinklr tool

Wallsend Tyres Pvt Ltd

Editing

Modulation

Website writing

Maintaining the integrity of text within specified deadlines, and retain consistency in content quality.

Excellent time management skills and the ability to hit deadlines without fail and without sacrificing quality.

CERTIFICATIONS

- Six Sigma White Belt
- Psychology of Human Interactions by Department of Psychology - Enfold
- India after Seventy Years: Emerging Trends in Management IT, organic Chemistry and Cultural Studies extending Postcolonialism: Living in an age of 'Precarious' and 'Precarity'
- People skill in Corporate sector
- UGC sponsored International Conference :Entrepreneurship, Innovation and Inclusiveness - A Strategic Paradigm' by IQAC
- Engage to Change Competition Series Suicide Prevention - Positive Psychology Until & NIMHANS Center for Well-being Initiative
- Women Physicians: A Historical Perspectives
- National Level Seminar on "Reading Popular Literature"

PROFESSIONAL HISTORY

FREELANCE

Karma Krafters

Creative content writing, Brochures editing/proofing Written Material, Marketing Communications, and Social Media Marketing
- Microsoft Office, PowerPoint, WordPress, Word, Excel, Sales.

Researched, composed, and edited for various content types, including social media and blogs.

Maintaining the integrity of text within specified deadlines, and retain consistency in content quality.

Developed stories from researched topics to fit the voice of the publication/site.

Written marketing content and advertising copy for multiple clients and act as a creative source for naming, branding, taglines, headlines, titles, and design concepts.

Proficient time management skills and hit deadlines without fail and without sacrificing quality.

ACADEMIC BACKGROUND

REACH ME AT:

Cell: 8971844017
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Address: Bangalore, Karnataka

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Address: Bangalore, Karnataka

Jyoti Nivas College Autonomous, Bangalore

Master of Arts in English Literature | 2017 - 2019

- Presented research paper on "Recent Blogs and Vlogs"

Trained for :

- Understanding - postcolonial literature - modern and postmodern literature - Criticism in language and Literature - American English - Caribbean literature-Indian literature in translation- British English Australian English - Asian Literature.
- Narratives - Theory of master narrative and slave narrative
- Gender Studies
- Phonetics
- Skills Study

Jyoti Nivas College Autonomous, Bangalore

Bachelor of Arts | 2014 - 2017

Sociology, Optional English and History
Languages Hindi and General English

Kendriya Vidyalaya, Salt Lake, Kolkata

X and XII | 2012 - 2014