

# PINKY DEY

## CONTACT

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**Business Outcome Specialist, Digital Marketing, AI Support Specialist**

## Profile

Analytical, energetic and detailed-oriented with broad experience in business, marketing and AI project improvement.

## Education Qualification

**Maulana Abul Kalam Azad University of Technology, West Bengal  
(Surrender Institute of Engineering & Management)**

- B. Tech (Computer Science)
- C.G.P.A: 7.4
- Year: 2015

### CBSE Board

**(Greendale Sr. Secondary School, Sikkim)**

- XII th
- Percentage: 56 %
- Year: 2011

### Board of Secondary Education

**(St. George High School, Manipur)**

- X th
- Percentage: 72 %
- Year: 2008

## Skills

Skills	Responsibility
MS Excel	Data Reporting, Tracking & Business Dashboard
MS Word & PowerPoint	Business Documentation, Proposals & Presentations
Canva	Marketing creatives & brand communication
Requirement Handling	Client requirement analysis & documentation
Education Counselling	Client advisory & conversation-focused counselling
Social Media Marketing	Lead Nurturing & brand visibility
B2B Marketing	Partnership & client acquisition support
Affiliate Marketing	Performance-based revenue models

<b>E-commerce</b>	Order management, customer support & lifecycle handling
<b>Maths</b>	Till 10 <sup>th</sup> Class
<b>Computer Science</b>	Till 10 <sup>th</sup> Class

## Work Experience

### **E-commerce Operations & Customer Support**

- Managed customer queries, orders and post-sale support
- Handling customer Query, acknowledging and gaining customer experience
- Having command on Customer Issue Manager
- Improved customer satisfaction & retention
- Develop an informational web page
- Listed and branded associate partners for Affiliate Marketing
- Created blog page for contents
- Built an effective digital content to drive brand awareness
- Generate leads and sales by leveraging Facebook, Instagram, LinkedIn

### **Make My Trip**

- Certified Holiday Experts (Booking Flights, Hotel & Holiday Packages)

### **Education counselling & Client Advisory**

- Guided prospects through decision-making
- Supported enrolment & Conversion processes
- Supported automated lead generation
- Inbound & Outbound calling
- Calling targets 30 leads daily
- Document verification
- Provide aptitude course guidance
- Provide proper information about UGC/AICTE/DEB approved University
- Check with course availability and requirement of students
- Based on student profile, shortlist universities
- Suggest University to student based on the purpose of doing a particular course
- Keep follow up with the student

### **Technical & Business Documentation**

- Requirement documentation
- Knowledge content & structured writing
- Proofreading & Paraphrasing
- Database Fundamentals
- Technical Write Up
- Project Management (IT), Project Risk Management Report
- IT code of ethics
- Resume writing

### **AI & Data Operations Specialist**

- AI LLM training, response rating & annotation
- Prompt evaluation & data labelling for quality improvement

## Achievements

- 3000 University Project assignment completed in 4 years
- Achieve 200 admission in 15 months (2022 – 2023)

## Projects Completed

- Flamingo Flywheel Suggested Prompt Evaluation Feed Content Deep Dive
- Flamingo Flywheel Suggested Prompt Evaluation P2M
- Flamingo Flywheel Suggested Prompt Evaluation Type Ahead
- Flamingo Flywheel Suggested Prompt Evaluation In Chat
- Stratus Drake ML Evaluation
- Formatting Annotation
- Washer Palm Generalist Subject Evaluation
- Side By Side Annotation

## Worked For

**Teleperformance | Amazon**

21/12/2016 -30/06/2017

Designation: Customer Support Representative

**Nerdy Turtlez powered by Absas Solution Pvt. Ltd.**

20/12/2017 – 20/07/2022

Designation: Technical Academic Writer (Subject Matter Experts)

**Institute of Management & Technical Studies**

22/08/2022 – 28/06/2023

Designation: Education Counsellor in Admission Department

**Freelance Contributor**

19/07/2023 - Present

- **AI LLM Trainer**  
Highly skilled Prompt Response Writer with experience in creating engaging, clear, and concise responses for diverse audiences. Proven expertise in crafting responses for Chabot's, AI systems, customer service platforms, and various content creation tasks. Proficient in understanding user intent and generating responses that are accurate, context-aware, and meet user needs. Adept at working with language models, ensuring promptness, relevance, and user satisfaction.
- **Data Annotator**  
Detail-oriented and efficient Data Annotation Specialist with experience in labelling, tagging, and categorizing diverse datasets for machine learning and AI projects. Expertise in ensuring data accuracy, consistency, and quality for training and fine-tuning AI models. Proven track record of working with large-scale datasets across various industries, including image, text, and video annotation. Proficient in using annotation tools and collaborating with data scientists to ensure optimal data input for AI systems.
- **Data labelling**

Detail-oriented and accurate Data Labelling Specialist with hands-on experience in labelling and categorizing large datasets for machine learning and AI model training. Expertise in tagging images, text, audio, and video data to improve model performance. Adept at using various data labelling tools and ensuring the accuracy, consistency, and quality of annotated data. Proven ability to collaborate with cross-functional teams to meet project deadlines and enhance model quality.

- **STEM AI Project**

Till Class 10<sup>th</sup> level subject related projects mostly Science, Maths and Computer.

I hereby declare that the above written particulars are true to the best of my knowledge and belief.