

JAYSHREE ROY

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PROFESSIONAL SUMMARY

High-impact Strategic Operations Leader with over 6 years of experience driving cross-functional business expansion, revenue enhancement, and customer experience transformation across tech-driven environments. Proven track record leading up to 300+ personnel, scaling post-sales operations for 3,500+ active learners, and managing INR 1.5 Crores in monthly recurring revenue. Expert in maximizing user retention, reducing structural churn, and leveraging automation to convert support operations into premium revenue centers.

CORE COMPETENCIES & TOOLING

Operations Leadership: Customer Experience, P&L Optimization, Cost Reduction, Retention Architecture

Process Engineering: SLA Automation, Turnaround Time Optimization, Strategic Charters, Risk Mitigation

Hard Skills & Tech: Salesforce CRM, Freshdesk, Kapture, Tableau Analytics, Data Infrastructure

Tech Competence: Generative Artificial Intelligence, ChatGPT Workflows, Automation Frameworks

PROFESSIONAL EXPERIENCE

VEDANTU INNOVATIONS – Head of Operations

July 2020 – November 2025

- Scale & Revenue Management:** Orchestrated post-sales infrastructure for 3,500+ active learners by directing 300+ educators and a 17-member core ops team, sustaining monthly revenue of INR 1.5 Crores while keeping variable overhead under 25%.
- Retention & Growth Infrastructure:** Championed a consistent 50%+ customer retention rate; developed secondary product tiers and a teacher-counselor alignment framework that yielded INR 55 Lakhs in recurring monthly retention revenue.
- Customer Experience Transformation:** Skyrocketed Net Promoter Score from 32 to 65 and escalated Customer Satisfaction metrics from 31% to 96% within 4 months by mapping comprehensive journey charters and deploying the 'First 15 Days Experience' program.
- SLA & Platform Automation:** Architected 10+ operational dashboards and turnaround time metrics via Freshdesk and Tableau integrations, completely eliminating 6+ hours of manual data generation weekly.
- Product & Optimization Launch:** Spearheaded 20+ end-to-end program automations and 8+ product experience upgrades; automated session bookings to hit 98% onboarding efficiency and slashed refund rates by 70% via deep root-cause fixes.
- Risk Mitigation & Compliance:** Maintained teacher discipline disruptions under 6% by instating strict performance thresholds, penalty rubrics, and structured monthly evaluations, improving operational compliance by 40%.

HS BRANDS INTERNATIONAL – Project Coordinator

April 2019 – July 2020

- Enterprise Onboarding & Delivery:** Successfully onboarded 7 high-profile enterprise clients (including Amazon, Volkswagen, and Tanishq) within 6 months, improving delivery timelines by 15% and boosting overall customer satisfaction metrics by 20%.
- Project & Matrix Control:** Supervised 20+ simultaneous mystery shopping projects spanning 30+ physical regions; built and launched an automated internal reporting toolkit that significantly optimized evaluation timeliness and accuracy matrices.
- Resource Infrastructure:** Managed and deployed a network of 200+ freelance shoppers across 30+ regions via structural demographic mapping, elevating audit evaluation criteria accuracy from 85% to 95% while minimizing reporting errors by 20%.

STRATEGIC GROWTH PROJECTS & KEY AWARDS

- Cross-Functional Go-To-Market Impact:** Coordinated a cross-functional Summer Program alongside Product and Marketing teams, capturing INR 70 Lakhs in revenue from 3,000+ unassisted enrollments and securing a 17% sales conversion on new communities.
- Operational Excellence Accolades:** Honored with 3x Best Performer designations and multiple corporate awards highlighting stellar contributions to project execution efficiency, teacher utilization scaling (from 72% to 90%), and parent satisfaction scaling to 85%.

CERTIFICATIONS & WORKSHOPS

Artificial Intelligence Tools and ChatGPT Workshop Certificate

Issued May 2026

Mastered integration of generative tools to accelerate operational throughput. Developed automated data analysis frameworks inside 30 minutes, rapid executive asset visualization, and automated operational process debugging workflows.

EDUCATIONAL HISTORY

Bangalore University – Master of Business Administration (Marketing Specialization) | First Class (76% Score)

2017 – 2019

Veer Narmad South Gujarat University – Bachelor of Business Administration (Marketing) | First Class (69% Score)

2014 – 2017