



SHREELATHA

✉ lathamashu75@gmail.com

SENIOR MANAGEMENT PROFESSIONAL

Secretarial Operations and Administration

Language Translator, Proof-reader & Interpreter

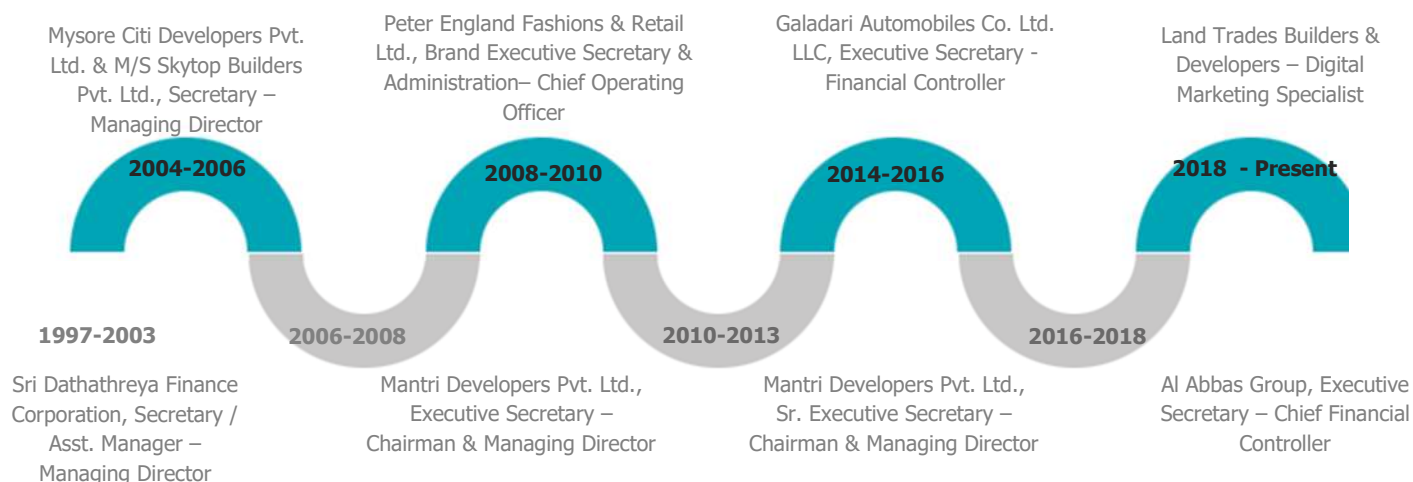
Key Skills



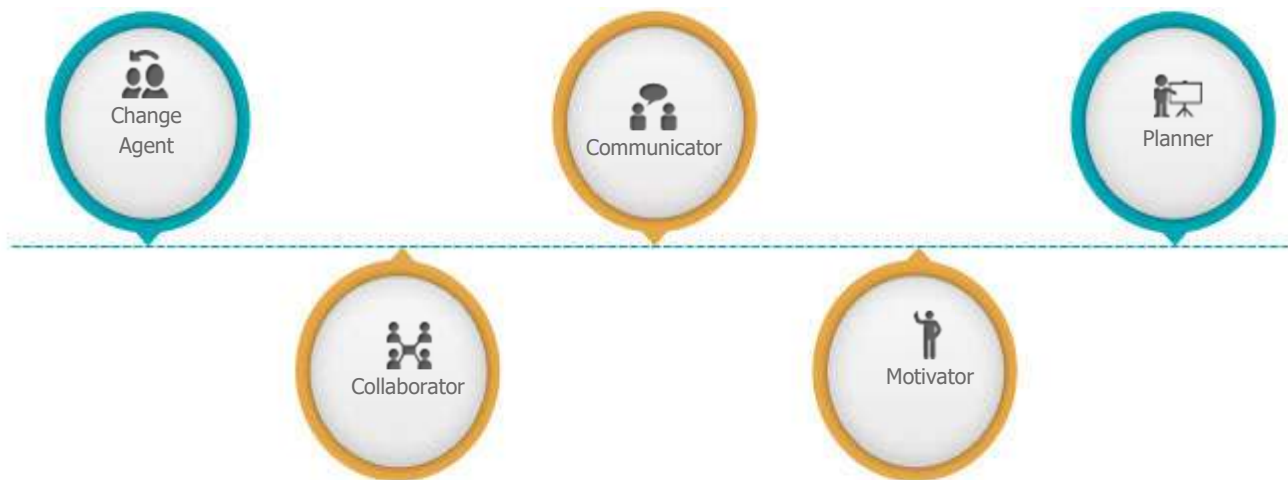
Profile Summary

- ✦ Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative office administration solutions; leveraged management skills to overcome complex business challenges & deliver high-impact decisions
- ✦ Hands-on experience in managing overall functions for executing projects involving scoping, estimation, initiating, human resource mobilization, structured communication, management & execution, reviews within cost & time parameters
- ✦ Excellent in managing operations with key focus on meeting/exceeding SLA's, contractual obligations, and top & bottom-line targets by ensuring optimal utilization of resources as well as partnering with functions & key stakeholders
- ✦ Capability in high level document preparation and attending high stake meetings
- ✦ Proficient in giving administrative support entailing management of top & confidential correspondence, document flow, attending visitors and making accommodation & transport arrangements for guests
- ✦ An effective communicator with exceptional relationship management skills; excellent at maintaining cordial business relations with external/internal stakeholders

Career Timeline



Soft Skills



Work Experience

Freelancer

Oct'20 – Present: Freelancer – Language Translator, Proof-reader & Interpreter

Chinese-to-English Novel Translator

Key Result Areas:

- Performed various translation and interpretation duties from Chinese into English, including written texts, localization.
- Upheld strict confidentiality policy when translating personal and diplomatic materials.
- Provided interpretation and transcription services as needed by corporate clients.
- Provide written translation as assigned, and review translations performed by others
- Manage and prioritize translation requests to meet established delivery expectations and ensure all service level agreements are met
- Interacted & coordinated in writing with relevant staff, interpreted & responded clearly, effectively to requests over the phone or in person & to verbal or written instructions
- Proofread translated documents for the company successfully; delivered multiple jobs on time and under budget.
- Conducted final editing and provided final sign-off on projects before released for publishing.
- Fulfilled various editing and proofreading duties under tight deadlines
- Edited numerous documents to attain clarity of expression, remove ambiguities, and correct errors in grammar, English usage, punctuation.
- Corrected omissions, errors, and inconsistencies. Ensured all corrections were made to proofs.

Key Achievements

- Successfully translated over 100 complete projects from Chinese to English.
- Successfully proofread over 80 complete projects in English.



Oct'18 – oct'21: Land Trades Builders and Developers as Digital Marketing Specialist

Key Result Areas:

- ✦ Shouldered the responsibility of:
- ✦ Interacted & coordinated verbally & in writing between customers / visitors / enquiries & relevant staff, interpreted & responded clearly, effectively to spoken requests over the phone or in person & to verbal or written instructions
- ✦ Developing and executing digital marketing
- ✦ Build and organize the marketing activities and setup workflow and processes
- ✦ Develop strategies to generate Marketing-Qualified Lead
- ✦ Design Corporate Communications - brochures, flyers, business presentations, datasheets, product collaterals, event backdrops, etc.
- ✦ To build and maintain company's online reputation through website, social media channels, paid advertising efforts, public Relations, etc.
- ✦ To develop SEO strategies which will increase website traffic and conversion of Inbound Leads
- ✦ To design and develop Email Marketing strategies to build and maintain new and existing customer and partner portfolio
- ✦ Conduct Market Research for ongoing and upcoming industry trends
- ✦ Social Media Marketing
- ✦ Customer relation management
- ✦ Business Development
- ✦ Relationship Management
- ✦ Analytics and Reporting



May'16 – May 2018: Al Abbas Group, Dubai, UAE as Executive Secretary to Chief Financial Controller

Key Result Areas:

- ✦ Shouldered the responsibility of:
- ✦ Providing administrative support to the General Manager & Financial Controller
- ✦ Organizing details of agendas and meetings
- ✦ Typing Memos, Approvals, Bank letters, Telegraphic Transfer forms, All type of Bank Guarantees (Labour Guarantee, Bid Bond, Advance Payment Guarantee, Performance Bond), Letter of Credit, Letter of Credit Acceptance, Import Bills for Collection, Trust Receipts for different Banks
- ✦ Implementation of Document Management System in Doccept across 26 divisions of the Group and leasing as per each Departments requirement
- ✦ Generating Tenancy Contracts online from EJARI, Deferred Revenue Calculation
- ✦ Assisted in Word Processing Projects including extensive output of presentations and spreadsheets
- ✦ Managed supplies requisitions and inventory compliance to a limited budget
- ✦ Created Export & Local Performa Invoice, Quotation and LPOs
- ✦ Supervised business communication & inter/intra departmental communication
- ✦ Entrusted with the task of formatting, branding & editing documents as required & specified using the appropriate software
- ✦ Interacted & coordinated verbally & in writing between customers / suppliers/ visitors/ enquiries & relevant staff, interpreted & responded clearly, effectively to spoken requests over the phone or in person & to verbal or written instructions

Accomplishments:

- ◆ Pivotal in developing several presentations and charts for executives use at seminars and conferences
- ◆ Implemented Document Management System
- ◆ Played a key role in taking & recording dictation for letters, reports, and other correspondence & for transcribe these notes into finished copy, depending upon position

Feb'14 – March'16: Galadari Automobiles Co. Ltd. LLC, Dubai, UAE as Executive Secretary to Financial Controller

Key Result Areas:

- ◆ Shouldered the responsibility of:
- ◆ Providing total administrative support to the Managers & Financial Controller
- ◆ Maintaining & updating attendance records of 20 Departmental Personnel
- ◆ Organizing details of agendas, meetings, itineraries, travel arrangements and expense reports
- ◆ Typing memos, approvals, bank letters & telegraphic transfer forms for Banks
- ◆ Managing GRAC Insurance (New, Renewal & Claims), Marine Insurance (New & Amendments)
- ◆ Typing Custom Export Papers
- ◆ Making stock declaration to Insurance Companies
- ◆ Documenting marine insurance claim (Vehicles & Parts)
- ◆ Generating Tenancy Contracts online from EJARI
- ◆ Assisted in Word Processing Projects including extensive output of presentations and spreadsheets
- ◆ Managed supplies requisitions and inventory compliance to a limited budget
- ◆ Created Export & Local Performa Invoice, Quotation and LPOs
- ◆ Supervised business communication & inter/intra departmental communication for the Finance & Credit Control Department
- ◆ Entrusted with the task of formatting, branding & editing documents as required & specified using the appropriate software
- ◆ Liaised with other departments & acted as a go through between the staff & Management
- ◆ Interacted & coordinated verbally & in writing between customers / suppliers/ visitors/ enquiries & relevant staff, interpreted & responded clearly, effectively to spoken requests over the phone or in person & to verbal or written instructions
- ◆ Gathered approvals from GM & Corporate Office

Accomplishments:

- ◆ Pivotal in developing several presentations and charts for executives use at seminars and conferences
- ◆ Played a key role in taking & recording dictation for letters, reports, and other correspondence & for transcribe these notes into finished copy, depending upon position

Jun'10 – Dec'13: Mantri Developers Pvt. Ltd., Bangalore, India as Sr. Executive Secretary – Chairman & Managing Director

Key Result Areas:

- ◆ Offered complete secretarial assistance to the top executives
- ◆ Entrusted with the task of maintaining Executive calendar entailing scheduling of Board and Management meetings
- ◆ Liaised and set-up high-level conference calls, planned and coordinated complex & multi-destination travel, accommodation requirements for business trips
- ◆ Maintained confidential files & updated personnel data to ensure confidentiality
- ◆ Managed a gamut of functions including:
- ◆ Sorting, screening & prioritizing incoming mails by post / fax

GALADARI
AUTOMOBILES



- Receiving and screening incoming calls and visitors, determining which priority, and alerting the executive accordingly
- Monitoring Frequent Flyer Program of all air lines & keeping a record of air miles
- Passport & visa documentation
- Expense Re-Imbursements for senior officers
- Periodical distribution of company literature to potential client support

Accomplishment:

- Restructured office functioning to have easy access to critical information by building highly effective organizational and filing systems including quick and thorough indexing, filing and off-site storage
- Bagged 2 awards in 2013

Previous Experience



Education

Personal Details

Jul'08 – Jun'10: Peter England Fashions & Retail Ltd., Bangalore, India as Executive Secretary & Administrator to Chief Operating Officer

Sep'06 – Jul'08: Mantri Developers Pvt. Ltd., Bangalore, India as Executive Secretary to Chairman & Managing Director

Jan'04 – Aug'06: Mysore Citi Developers Pvt. Ltd. & M/s Skytop Builders Pvt. Ltd., Mysore, India as Secretary to Managing Director

Jun'97 – Dec'03: Sri Dathathreya Finance Corporation, Mysore, India as Secretary / Asst. Manager to Managing Director

Diploma in Financial Accounting from Bytomatix Computer Education, Mysore in 2001

- Diploma in Computer Applications** from Bytomatix Computer Education, Mysore in 2001
- Bachelors of Commerce** from Mangalore University in 1997
- Diploma in Secretarial Practice** from Board of Technical Education, Bangalore in 1994

Date of Birth: 12th December 1975

Languages Known: English, Hindi, Kannada and Tulu

Marital Status: Married

Nationality: Indian

No. of Dependents: 2

Note: Please refer annexure for IT Skills and other Courses.

ANNEXURE

Other Courses

- Business Technical Oriented Programme from Raman Computer Education, Mysore in 2001
- Internet Awareness from Bytomatix Computer Education, Mysore in 2001
- Advanced Diploma in Office Automation from Bytomatix Computer Education, Mysore in 2002
- Tally Graduate from Tally Solutions Pvt. Ltd., Mysore in 2003
- Job Oriented Accounting Course from Bytomatix Computer Education, Mysore in 2003
- Call Center Training from JTS Institute, Mysore in 2005
- Desktop Publishing from Aptech, Bangalore in 2006
- Swift Advance Excel Course from NIIT, Bangalore in 2010
- Adobe Photoshop – Arena Multimedia

IT Skills

- Proficient with
- Doccept (Document Management System), Peachtree, Oracle
- Microsoft Office (Word, Excel, PowerPoint, Outlook), Windows
- Vista & 7, Adobe Acrobat, Photoshop & other Office Administration Tools
- Facsimile, Photocopier, Telex and various office machines