

# ANU PILLAI

## EDITORIAL ANALYST | CONTENT OPERATIONS & QUALITY ASSURANCE SPECIALIST

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📍 Kochi, KL 682024

## PROFESSIONAL SUMMARY

Detail-oriented Editorial and Content Operations professional with 6 years of experience in editorial quality control, compliance-driven publishing, and structured content workflows. Experienced in proofreading, fact-checking, style guide enforcement, and audit-ready documentation. Adept at coordinating with analysts and cross-functional teams to maintain content accuracy, consistency, and performance standards. Working knowledge of SEO fundamentals and Google Analytics to support content visibility and reporting insights. Known for structured follow-ups, process improvement, and maintaining high-quality standards in fast-paced environments.

## SKILLS

- Editorial Review & Quality Assurance
- Style Guide & Grammar Compliance
- Content Operations & Workflow Management
- Research Validation & Fact-Checking
- Audit-Ready Documentation
- Cross-Functional Coordination
- Process Improvement & Error Reduction
- Basic SEO & Keyword Optimization
- Google Analytics (Performance Monitoring - Basic)
- Data Integrity & Structured Reporting
- Analytical thinking
- Decision-making
- Time management
- Attention to detail
- Deadline adherence
- Teamwork and collaboration

## EDUCATION

## WORK HISTORY

### Team Karimganj - Editorial Analyst

Assam, IN (Remote) • 12/2023 - 11/2025

- Edited and refined content across multiple publications to enhance clarity, coherence, structural consistency, and audience engagement, while strictly adhering to company style guides.
- Conducted comprehensive grammar, syntax, punctuation, and formatting reviews to ensure accuracy, tone alignment, and compliance with editorial and regulatory standards.
- Proofread and validated research documents, analytical reports, and external communications to maintain data integrity and publishing accuracy.
- Utilized AI-powered tools to detect AI-generated content and verify authenticity, ensuring originality, credibility, and ethical publishing practices.
- Implemented structured quality assurance and quality control processes that reduced data entry errors and improved overall content reliability.
- Managed multiple concurrent editorial projects in fast-paced environments, consistently meeting deadlines, while identifying process improvement opportunities.

### Retail Outsource - Process Associate

London, UK (Remote) • 07/2022 - 06/2023

- Led digital marketing strategies for UK-based e-commerce marketplaces, including Amazon and eBay, improving product visibility and sales performance.
- Executed advanced keyword research using Helium 10 to identify high-converting search terms, and optimize listing strategies.
- Used Google Analytics (basic level) to monitor traffic insights and support performance-based content decisions.
- Enhanced product listings with SEO-optimized titles, bullet points, and descriptions, resulting in improved organic rankings, and increased conversion rates.

**C.E.T College of Management,  
Science And Technology**  
Ernakulam, India

**Bachelor of Commerce:** Computer  
Applications

- Elected to Vice Chairperson for  
Students Association in 2011

- Developed compelling, brand-aligned content to strengthen market positioning, and drive customer engagement.
- Adapted quickly to dynamic market trends, consistently delivering measurable growth in competitive e-commerce environments.
- Excellent communication skills, both verbal and written.

#### **Apt Solutions - Office Assistant**

*Ernakulam, IN • 03/2013 - 05/2016*

- Performed accurate data entry and bookkeeping tasks using Tally ERP 9, maintaining financial records, ledgers, and transaction accuracy.
- Processed invoices, payments, expense records, and supporting timely financial reporting.
- Handled statutory compliance activities, including EPF and ESI filings, ensuring adherence to labor laws and accounting documentation standards.
- Utilized MS Office tools for financial tracking, report preparation, documentation management, and data analysis to support operational efficiency.
- Managed official email correspondence, incoming calls, and visitor communications, ensuring smooth internal and external stakeholder coordination.
- Enhanced office productivity by coordinating schedules, maintaining documentation systems, and ensuring an organized, efficient workspace.

#### **NOTABLE ACHIEVEMENTS**

- Strengthened editorial quality standards through structured compliance enforcement and proactive issue resolution.
- Reduced documentation errors through continuous review systems and follow-up mechanisms.
- Improved analyst proficiency by delivering structured training on reporting standards.
- Supported content visibility improvements through coordinated SEO and analytics insights
- Designed and delivered structured training programs for analysts, substantially improving report writing quality, research documentation standards, and overall team productivity.

#### **LANGUAGES**

English

Malayalam

Hindi