



# Saloni Shah

E-Mail: [x25salonis@iima.ac.in](mailto:x25salonis@iima.ac.in) Mobile: +91 8329559004 LinkedIn: [www.linkedin.com/in/saloni-shah-p](https://www.linkedin.com/in/saloni-shah-p)

## Summary

Operations and communications specialist with experience leading global engagement initiatives and award-winning campaigns with measurable outcomes. Skilled in aligning content strategies with organizational goals, managing cross-functional teams, and executing complex projects. Strategic in messaging, executive communications, and collaboration. Combines analytical thinking with creative problem-solving to enhance stakeholder management and drive business impact.

## Professional Experience

### Operations Internal Communications Specialist (PR Specialist) | Amazon | Bangalore

- Managed internal communications for 10,000+ employees across 198+ sites, leading strategy, content creation, and multichannel execution; guided cross-functional teams to deliver cohesive, high-impact messaging.
- Led design and execution of a global online gamification initiative during Peak season that engaged 87,000+ employees; earned global recognition for innovation, scalable impact, and measurable business results.
- Drove strategic communications for key org-wide initiatives; partnered with leaders to shape narratives, mitigate risk, and ensure timely, proactive messaging through owned communications channels.
- Pioneered multiformat leadership communication initiatives including podcasts, videos, town halls, and in-person events; elevated leadership visibility and reinforced organizational synergy during Peak and other key business periods.
- Enabled 100% deployment of Amazon Screens across India Operations sites; co-developed Content Management System and Birthday Greetings Tool to drive localized content strategy and enhance on-site employee engagement.
- Led the INspire Series, curating stories of 25+ Amazon associates to elevate morale and champion inclusivity; consistently achieved highest app notification readership (>30%) and Like rate (20%+) among all internal posts.
- Conceptualized Amazon Radio RJ Meet-and-Greet engaging 5,000+ associates; established as a recurring initiative recognized for significant impact on morale and organizational visibility.

### Operations Manager | Amazon | Bangalore

- Led end-to-end launch and closure of Amazon India Logistics' first pop-up delivery station ahead of Peak; orchestrated efforts across 6+ teams and led a team of 15+ associates to ensure seamless operations under tight timelines.
- Managed one of India's top three high-volume delivery stations, managing 7 direct reports and 200+ associates; maintained business continuity during COVID-19 while driving customer experience initiatives.
- Owned Delivery Success Rate improvement initiative for South Zone; boosted tracking performance from ~40% to ~75–78% through root cause elimination and process standardization.
- Redesigned on-site workflows to reduce delivery associate turnaround time, improving operational efficiency and enabling scalability across the zone.
- Spearheaded zone-wide safety improvement program focused on reducing near-miss incidents; established proactive safety culture through data-driven insights and behavior-based accountability.
- Drove benchmarking and process optimization projects during internship, including time-motion studies and root cause analyses; collaborated with on-site teams to implement operational solutions.

## Education

Bachelor of Technology (BTech) – *Vellore Institute of Technology, Vellore* | India

## Accomplishments and Awards

- **Toastmasters International Speech Contest (2024):** Secured top 3 position at club level by delivering a compelling 5-7 minute speech demonstrating strategic storytelling and communication leadership.
- **Toastmasters International Evaluation Contest (2024):** Earned top 3 position by providing high-impact, constructive feedback showcasing critical thinking and effective communication skills.
- **Promotion in Amazon Internal Communications (2023):** Elevated to higher role within one quarter after completing first year, recognizing leadership in strategic initiatives and contributions to high-visibility projects.
- **"OMG, Can I Steal That?" Award (2023):** Recognized at Internal Communications Global Summit for spearheading a first-of-its-kind global gamification initiative that engaged 87,100+ employees across Amazon Operations.
- **Go Getter Award (2022):** Honored for leading the Delivery Success Rate (DSR) improvement project in South Zone, raising performance from ~40% to ~75-78% through root cause elimination and stakeholder alignment.
- **Go Getter Award (2021):** Recognized for independently leading the successful launch of Amazon's first pop-up delivery station in India, demonstrating exceptional ownership and cross-functional coordination.
- **Toastmasters International Speech Contest (2019):** Secured top 3 position at club level by delivering a compelling 5-7 minute speech demonstrating strategic storytelling and communication leadership.

- **Toastmasters International Evaluation Contest (2019):** Earned top 3 position by providing high-impact, constructive feedback showcasing critical thinking and effective communication skills.

## License & Certifications

- Pre-MBA Statistics (IIMA - IIM Ahmedabad · Course) (2025)
- Excel Skills for Business: Advanced (Macquarie University) (2025)
- Amazon - WINOPS (Women In Operations) (2023): Selected as one of the top 5 participants in a leadership development program designed to empower women at Amazon. The program focused on addressing gender-specific workplace challenges and building key skills such as confident communication, networking, and personal leadership branding.
- Zerodha – Varsity: Basics of Stock Market (2020)
- Zerodha – Varsity: Technical Analysis fundamentals of Stock Market (2020)

## Co/Extra-curricular

- **HUBS Committee Member, Amazon (2024):** Led culture-building initiatives and engagement programs within the communications team; created inclusive spaces for employee connection, learning, and growth through strategic event planning.
- **Member, Robin Hood Army (2023):** Volunteered with this non-profit organization redistributing surplus food from restaurants to disadvantaged communities across India, supporting sustainable resource utilization and community welfare.
- **Amazon Operations Manager Intern (2020):** Implemented benchmark standards and led a productivity improvement project in Last Mile operations during a six-month internship in the final semester of undergraduate studies.
- **Treasurer & Committee Member, Toastmasters International (2019):** Managed finances for VIT University club; active member across four clubs since 2017, developing leadership and public speaking expertise through consistent participation.
- **Published Co-author (2018):** Co-authored "The Poetic-Ness" poetry collection; participated in the 7th India Writing Project, a national writing competition; regular contributor to Muse India literary e-journal.
- **Professional Emcee (2018-Present):** Hosted multiple Toastmasters conferences including a district event with 2,800+ participants; continue to serve as master of ceremonies for formal corporate events, demonstrating strong public presence.
- **AIESEC Global Volunteer (2018):** Contributed to UN Sustainable Development Goal "Decent Work and Economic Growth" through international leadership development experience in Sri Lanka, applying cross-cultural communication skills.
- **PURDUE - VIT EPICS Project Member (2017):** Participated in the EPICS (Engineering Projects in Community Service) collaboration between VIT University and Purdue University, working on sustainable farming solutions to support farmers in Javadi Hills, Tamil Nadu. The project focused on developing efficient agricultural practices through cross-cultural, community-driven engineering.