

Ashwini Padwal

DEPUTY MANAGER | QUALITY OPERATIONS | AUDIT | PROCESS IMPROVEMENT

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PROFESSIONAL SUMMARY

Operations and quality leader with 11+ years of progressive experience at Housing.com, advancing from Quality Analyst to Deputy Manager. Proven track record in audit operations, data quality, process improvement, dashboarding, and team leadership across property listings, project onboarding, and content quality workflows. Skilled at improving turnaround time, reducing error rates, building SOP-driven processes, and partnering with BI, product, tech, sales, and ML teams to scale quality with efficiency.

CORE COMPETENCIES

Audit Operations

Quality Assurance

Data Quality Management

Process Improvement

SOP Creation and Governance

Team Leadership

KPI and KRA Management

Training and Onboarding

Client Escalation Handling

Stakeholder Management

Dashboarding and MIS Reporting

Advanced Excel

Google Sheets and Google Drive

Google Maps and Polygon Mapping

Backend Operations

Workflow Automation Collaboration

Fraud Detection

Duplicate Listing Review

TAT Management

Cross-Functional Coordination

TOOLS

Jira

Freshdesk

CMS

Databricks

Tableau

PROFESSIONAL EXPERIENCE

Deputy Manager

Nov 2025 - Present

Housing.com | Governance, Risk, and Compliance (GRC) & Change Management | High-Impact vs. Low-Impact Categories

- Lead audit operations across project onboarding, paid project updates raised by sales, and paid and unpaid project information upgrades.
- Ensure seamless project addition and timely upgrades while maintaining data accuracy and alignment with business requirements.
- Improved process accuracy significantly and increased audit productivity by 30% through stronger controls, action planning, and workflow improvements.
- Publish weekly audit reports for 40+ agents, identify SOP gaps, and define corrective actions and process enhancements.
- Recommend automation opportunities to product and tech teams and support bulk correction workflows using cron data for high-impact categories.
- Support self-verification automation and listing quality score initiatives across platform quality processes.
- Led 7 calling team resources in collaboration with Product and Customer Insights teams, using mystery-calling audits to validate listing data quality, identify gaps, and strengthen governance controls.
- Oversaw three departments: Data Quality for listing quality operations, the Quality Check team for project audit processes, and the Calling team for mystery-calling scrutiny of listing details.

Assistant Manager

Dec 2019 - Jul 2025

Housing.com | Pareto Analysis (80/20 Rule), Business Process Re-engineering (BPR) & Lean Automation | Agile Cross-Functional Collaboration

- Managed multiple projects while leading a team of 35 people across listing quality and content operations.
- Partnered with the BI team to build live dashboards for agent productivity, turnaround time, supply visibility, and city-wise and tier-wise performance tracking.
- Introduced content validations that improved productivity from 350 to 600 listing activations per day by reducing repetitive manual checks.
- Recommended and helped launch auto-activation for selected listings, saving 50% of operational bandwidth through automation.
- Worked with the ML team to define image approval guidelines and improve image automation, reducing manual workload and bringing required headcount down from 15 to 5.
- Improved turnaround time so that 95% of listings and images went live within 15 minutes while increasing image coverage to 80%.
- Led locality image collection, self-verification rollout, fraud listing review, and 3D floor plan operations with two vendors.
- Reduced team error rate from 60% to 5% through direct feedback, quality reviews, and coaching.

Team Leader

Jul 2018 - Nov 2019

Housing.com | DMAIC (Six Sigma) & Total Quality Management (TQM) | Kaizen (Continuous Improvement)

- Led a team of 32 agents and managed KRAs, KPIs, onboarding, new hire training, and SOP updates.
- Improved team efficiency and increased daily activation output from 250 to 350 listings.
- Ran pilot processes for building creation and locality creation and applied the DEMAC method to standardize execution.
- Created SOPs, trained the team proactively, and conducted monthly feedback sessions to improve quality, consistency, and accountability.
- Maintained a suggestion tracker and shared quarterly improvement ideas with the tech and product teams.
- Resolved FD and Customer Success requests and supported cross-functional issue resolution.

Senior Quality Analyst

Nov 2014 - Jun 2018

Housing.com | Promoted from Quality Analyst | Root Cause Analysis (RCA) & Geospatial Data Governance | Closed-Loop Communication & PDCA Cycle

- Progressed from Quality Analyst to Senior Quality Analyst while supporting property listing quality and backend data operations.
- Verified and corrected property data collected by the Data Collection team before listings were activated on the website.
- Identified duplicate flats, data forgery, and parameter-level errors, and provided structured feedback to improve source data quality.
- Managed client escalations, coordinated pre-activation changes, and resolved issues related to property details and listing accuracy.
- Conducted random quality checks for QA analysts and prepared daily DSL and performance reports for managers.
- Maintained turnaround time using worksheets, tracker sheets, and backend tools, with working knowledge of Google Drive, Google Maps, spreadsheets, and platform back-end systems.
- Performed data verification and correction using predefined quality parameters and generated error reports for continuous improvement.
- Used advanced Excel functions and worked on polygon mapping for city and locality boundaries using Google Maps and latitude-longitude references.

EDUCATION

Bachelor of Science in Information Technology

K.B. College, Thane | 2010 - 2013

LANGUAGES

English

Hindi

Marathi