
Drishti Sen

Customer support, trust & safety, AI automation
and writing — for teams that work in US hours.

KOLKATA, INDIA (IST) • REMOTE • FULL-TIME OR PART-TIME • 2-11 PM IST • AVAILABLE NOW

97%

POSITIVE RESPONSE
RATE • AMAZON SUPPORT

2-3k

USER REPORTS
REVIEWED A WEEK •
WEJOY

5

CLIENT AUTOMATION
SYSTEMS LIVE • N8N

20

WORKFLOWS RUNNING MY
OWN BUSINESS

Contents

Four sections. Each opens with the role, then shows the work.

01	AI automation	P. 03–07
	Three case studies with run logs, and what happens when things break	
02	Customer support	P. 08–09
	Amazon, plus sample replies and an escalation note	
03	Trust & safety and AI evaluation	P. 10–12
	WEJOY, two decision memos, and a scored model comparison	
04	Writing	P. 13–14
	A rewrite teardown, published posts and carousels, and my process	
—	Profile and contact	P. 15
	Timeline, skills, languages	

How to verify this portfolio

I have no client testimonials to show yet, so everything here is built to be checked.

RUN LOGS

Every run number and timing is copied from n8n's execution history. I'll screen-share any of them live.

LIVE DEMO

An AI front-desk chat you can try at drishtisen16.github.io.

WRITING

Posts and carousels are live on linkedin.com/in/drishtisen.

SAMPLES

Anything marked SAMPLE was written for this portfolio. No client names, customer data, user reports or internal employer tools appear anywhere.

01

AI automation

I build n8n systems that do the routine work and stop themselves before they do damage.

5 CLIENT SYSTEMS LIVE ON CLIENTS' OWN ACCOUNTS	20 WORKFLOWS RUNNING MY OWN BUSINESS	1 wk OF SUPPORT AND DOCS WITH EVERY HANDOVER
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IN THIS SECTION

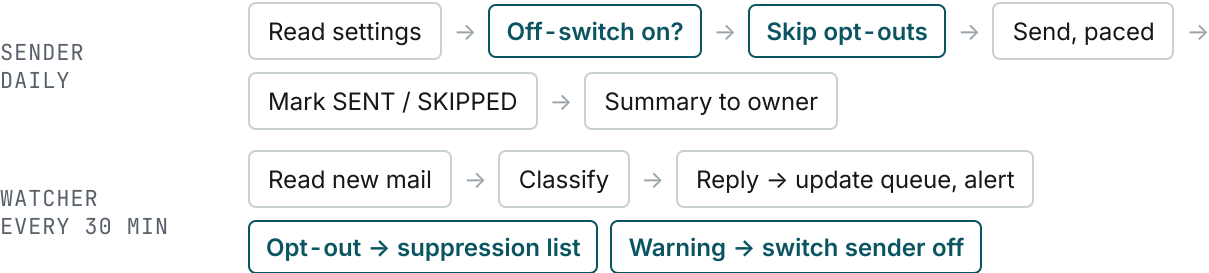
A	Cold email with brakes — a sender that checks an off-switch and an opt-out list on every run	P. 04
B	A lead pipeline that drafts, never sends — AI writes into Gmail drafts for review	P. 05
C	Client onboarding in one pass — one run, four lanes, only what each client needs	P. 06
–	When it breaks — the failure modes and what each system does about them	P. 07

ALSO BUILT

WhatsApp front desk — answers in English, Hindi or Bengali from the owner's sheet (demo)	RUN #2319 · 2.2 S
AI inquiry assistant — replies to routine messages, drafts the sensitive ones for a person	RUN #8 · 9.756 S
Lead capture — form to sheet, owner alert and confirmation email in one pass	RUN #4 · 3.933 S
Voice-matched content engine — one source into nine drafts, held for approval	19 JUL 2026 · 18.754 S

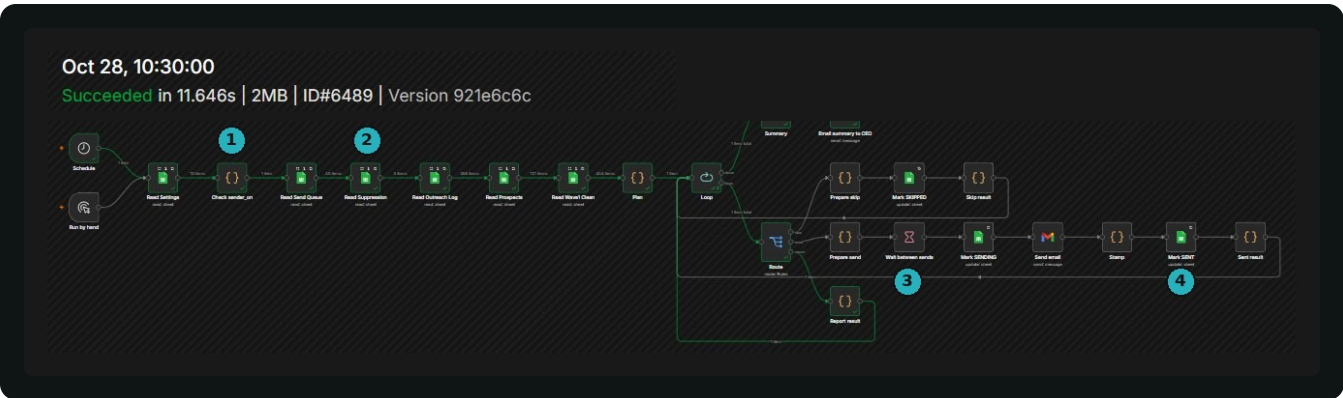
CASE A · OWN BUSINESS · IN PRODUCTION

Cold email with brakes

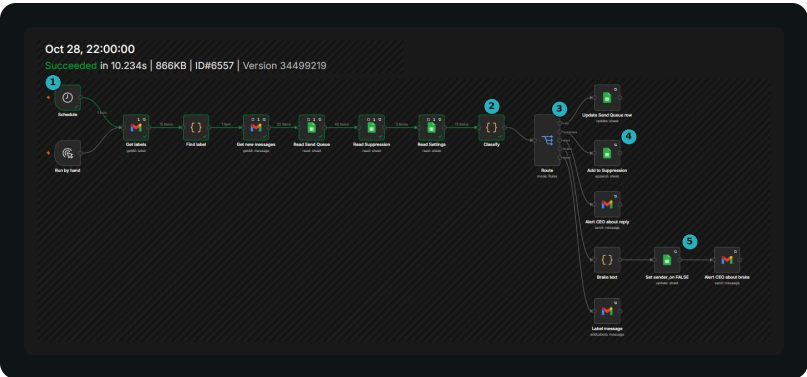


TEAL OUTLINE = GUARDRAIL

PROBLEM	Cold email from a business mailbox can go wrong fast — a bad batch, a reply nobody sees, an opt-out that gets emailed again.
RESULT	No one on the opt-out list can be emailed, every reply is seen within half an hour, and the system can pause its own sending without me in the loop.



SENDER · RUN #6489 · 28 OCT 2026 · 11.646 S — 1 OFF-SWITCH CHECK · 2 SUPPRESSION LIST · 3 WAIT BETWEEN SENDS · 4 STATUS WRITTEN BACK

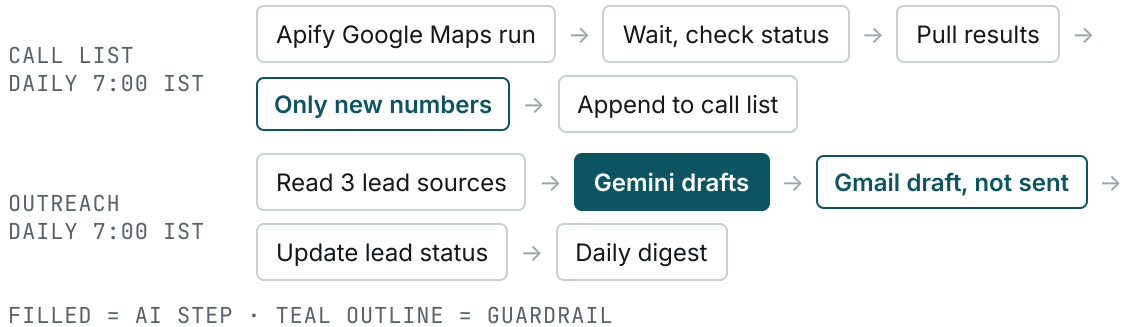


WATCHER · RUN #6557
28 OCT 2026 · 10.234 S

- 1 EVERY 30 MINUTES
- 2 CLASSIFY
- 3 ROUTE
- 4 OPT-OUT → SUPPRESSION
- 5 SENDER OFF + ALERT

CASE B • OWN BUSINESS • IN PRODUCTION

A lead pipeline that drafts, never sends

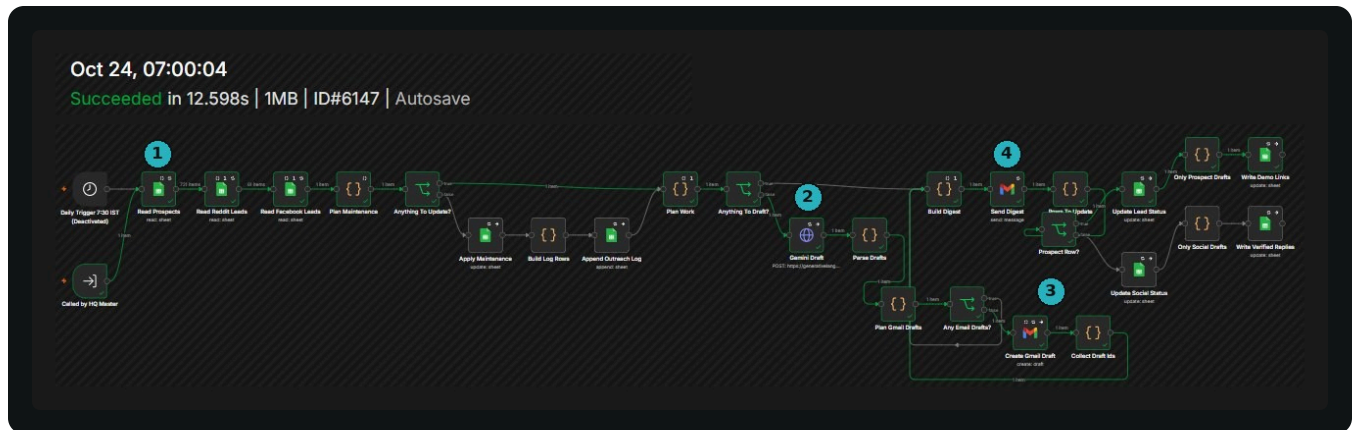


PROBLEM

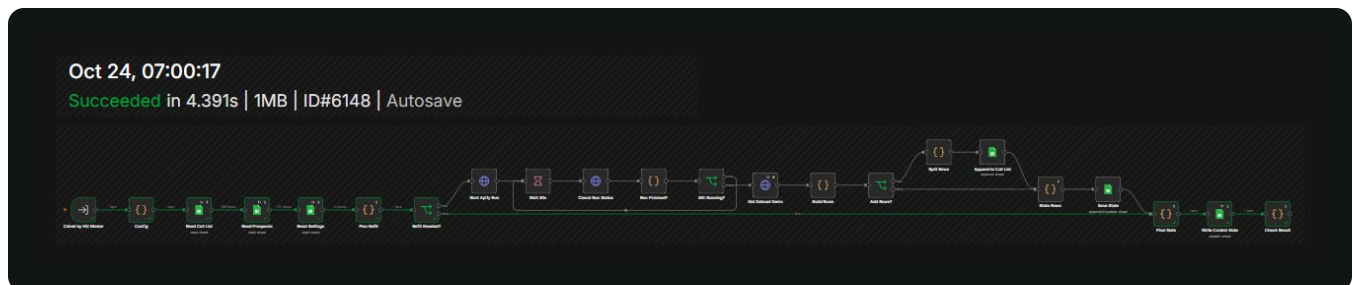
Finding local businesses and writing to each one by hand eats the morning. Letting AI write and send on its own risks a bad first impression with every lead.

RESULT

New numbers and first drafts are waiting each morning. Nothing reaches a prospect until I've read it. Both workflows run under one orchestrator workflow.



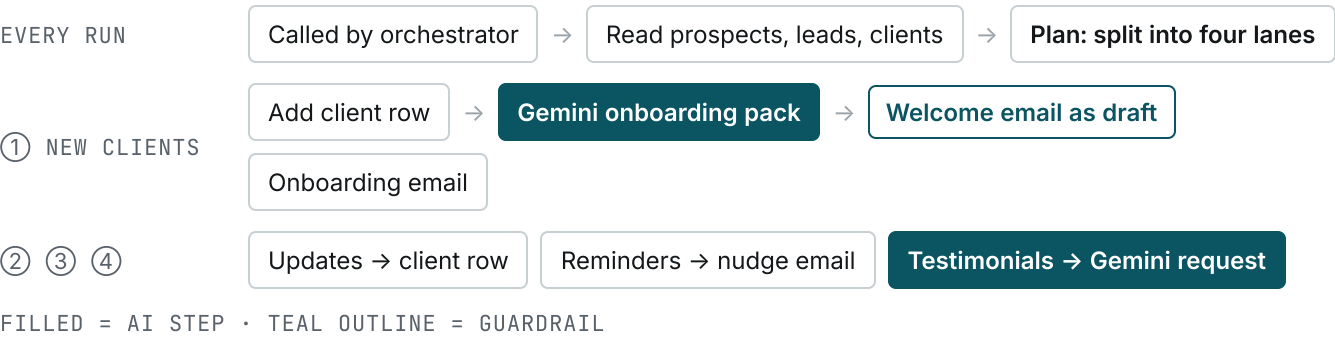
OUTREACH · RUN #6147 · 24 OCT 2026 · 12.598 S — 1 READ LEADS · 2 GEMINI DRAFT · 3 GMAIL DRAFT · 4 DIGEST



CALL LIST · RUN #6148 · 24 OCT 2026 · 4.391 S

CASE C · OWN BUSINESS · IN PRODUCTION

Client onboarding in one pass

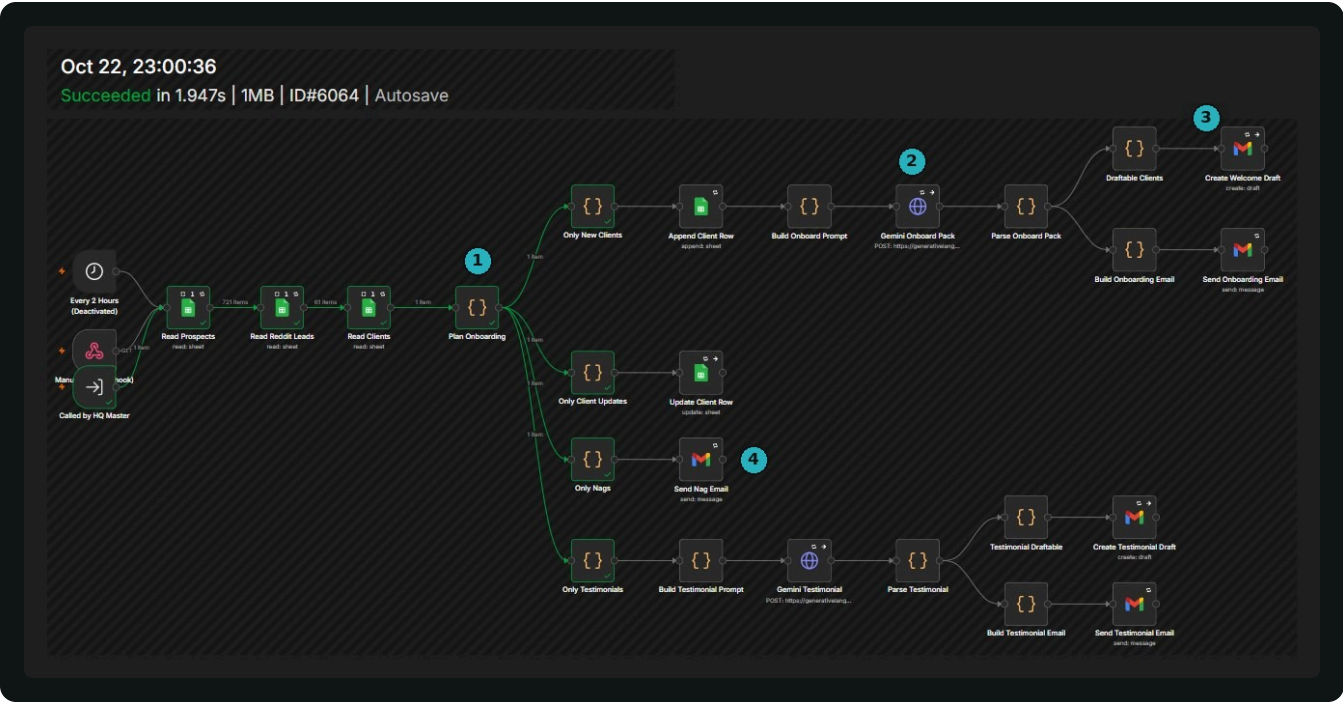


PROBLEM

After a client says yes, small jobs pile up: a welcome pack, onboarding emails, chasing what's pending, asking for a testimonial. Each one is easy to forget.

RESULT

Every run checks every client and does only what each one needs. It ran every two hours on 22 Oct 2026, and is now triggered by the same orchestrator as the lead pipeline.



ONBOARDING · RUN #6064 · 22 OCT 2026 · 1.947 S — 1 PLAN INTO LANES · 2 GEMINI PACK · 3 WELCOME DRAFT · 4 REMINDER EMAIL

RUNBOOK · APPLIES TO CASES A-C

When it breaks

The happy path is the easy part. This is what each system does when something goes wrong, and where the evidence lands.

FAILURE	WHAT THE SYSTEM DOES	WHERE IT SHOWS
A warning reply arrives	The inbox watcher routes it as a brake: switches the sender off in the settings sheet and emails me why. The sender checks that switch before every run.	SETTINGS SHEET · BRAKE ALERT EMAIL
Someone opts out	They're added to the suppression list within 30 minutes. Every send run reads that list first and skips anyone on it.	SUPPRESSION SHEET
A send run stops midway	Each row is marked SENDING before the email goes and SENT after, so an interrupted row stays visible instead of disappearing. A summary email follows every run.	SEND QUEUE · RUN SUMMARY
An API call fails	Calls to Gemini, Google and other APIs retry on error. The call-list workflow checks the Apify run's status before it pulls any results.	N8N EXECUTION LOG
The AI returns something unusable	Its output is parsed and checked before use. Anything that doesn't parse goes to a person, never to a customer.	OWNER ALERT
The AI writes something off-tone	Outreach and welcome emails land as Gmail drafts. A person reads them before anything is sent.	EMAIL DRAFTS
A workflow fails quietly	A separate watchdog workflow flags failed runs, so a silent failure becomes a message.	WATCHDOG ALERT

Three rules every build follows

Answer only from approved information

Assistants read from the owner's sheet or knowledge base, and say so when a question isn't covered.

A person before anything sensitive

Sensitive messages and first-touch emails wait for human approval.

Every run leaves a record

Execution logs, status columns and summary emails — so problems can be traced.

02

Customer support

The hundredth conversation of the day gets the same care as the first.

97%

POSITIVE RESPONSE RATE

90–110

CUSTOMER INTERACTIONS A DAY

1 yr 9 mo

ON AMAZON'S SUPPORT TEAM

ROLE

Virtual Customer Support Associate • Amazon

DATES

Jul 2022 – Apr 2024

CHANNELS

Calls and chat

ISSUES

Orders, deliveries and accounts — resolved end to end

ACCURACY

Verified order processing and data entry before closing each case

TARGETS

Met consistently in a high-volume, process-driven team

Since then: 21 months of policy review at volume (section 03), four years of writing for clients (section 04), and AI assistants that take routine questions off a queue (section 01). Sample replies on the next page.

WORK SAMPLES

How I write to customers

SAMPLES • WRITTEN FOR THIS PORTFOLIO • NOT AMAZON MATERIAL • [BRACKETS] ARE PLACEHOLDERS

MACRO 1 • REFUND NOT SHOWING YET

Hi [Name], thanks for checking. Your refund for order [#] was issued on [date] — I can see it on our side. Banks usually take [3–5] business days to show it. If it isn't there by [date], reply here and I'll chase it with our payments team myself, so you won't need to explain it again.

Confirms what's known, gives a date, and owns the next step.

MACRO 2 • LOCKED OUT OF ACCOUNT

Hi [Name], sorry you're locked out. For your security I can't change account details over chat, but this gets you back in: go to [link], choose "Forgot password" and use the email on the account. If nothing arrives within 10 minutes, check spam, then reply "no email" and I'll take it from there.

States the limit once, then gives steps and a fallback.

MACRO 3 • UPSET, SECOND CONTACT

Hi [Name], you've had to contact us twice about this, and that's on us. Here's what I've done: [action taken]. Here's what happens next: [next step] by [date and time]. I've added a note to your case so whoever you speak to next sees the full history.

Owens the miss, skips the scripted apology, ends on one concrete step.

INTERNAL • ESCALATION NOTE

CASE	[ID] • Delivered, not received • 2nd contact
TRIED	Carrier scan checked; address matches order; customer confirmed no neighbour or safe-place delivery
NEED	Approval for replacement or refund under [policy]
TOLD	Update within 24 hours

The next person can act without asking the customer anything again.

MY RULES

Say what I know, what I don't, and when they'll hear next. One next step per reply. If I escalate, the note answers every question the next person would ask.

03

Trust & safety and AI evaluation

Making the same call the same way thousands of times
— and knowing which cases need a second opinion.

2–3k

USER REPORTS REVIEWED A WEEK

21 mo

CONTENT MODERATION AT WEJOY

2022

EVALUATING AI RESPONSES SINCE

Content Moderator

WEJOY PTE. LTD. • SEP 2024 – JUN 2026

Reviewed each user report against written community guidelines and platform safety standards

Identified and actioned harmful, misleading and policy-breaching content

Escalated edge cases to cross-functional teams for a policy decision, rather than guessing

AI Chatbot Trainer

FREELANCE • JAN 2022 – PRESENT

Rate and rank model responses against written quality criteria

Write the correction guidance used to refine conversational output

Gather, curate and annotate training data — English, Hindi, Bengali

No user reports, user content or internal tools are reproduced. Instead, the next two pages show how I reason: two decision memos on fictional cases, and a scored comparison of two model answers.

WORK SAMPLES

Two decision memos

FICTIONAL CASES • WRITTEN FOR THIS PORTFOLIO • NOT WEJOY MATERIAL • BASED ON COMMON CLAUSES IN PUBLIC COMMUNITY GUIDELINES

Memo 1 • "It's just banter"

DECISION • ACTION

REPORT	A user reports repeated insults in a public voice-room chat. The reported user says they're friends and it's banter.
EVIDENCE	Four messages in ten minutes, all aimed at one person. That person filed the report.
POLICY	Harassment: repeated, targeted insults at an individual.
DECISION	Remove the messages and warn the reported user.
REASONING	Banter needs both sides to treat it as banter. The target reporting it is the clearest signal they don't. Repetition plus a single target meets the clause.
ESCALATION	None. Note added to the account so a repeat is easy to spot.

Memo 2 • Graphic image, shared as news

DECISION • ESCALATE

REPORT	A post shares a screenshot of a news report showing an injured person, captioned to raise awareness.
POLICY	Graphic violence is restricted. The guideline I'm working from doesn't define a news or awareness exception.
DECISION	Escalate. Limit visibility while it's reviewed, if the platform allows.
REASONING	Removing it may suppress legitimate news. Leaving it up shows graphic content with no warning. Where the policy is silent, the call belongs to the policy owners — my job is to hand them a clean case.
ESCALATION	To the policy team with the post, the clause, both readings, and my recommendation: keep it behind a warning screen.

WORK SAMPLE

Scoring two model answers

SAMPLE • WRITTEN FOR THIS PORTFOLIO • NOT CLIENT MATERIAL • SCALE 1-5

USER PROMPT

"My package says delivered but it's not here. What do I do?"

RESPONSE A

"Sorry to hear that! Packages marked delivered almost always are. Check with your neighbours. If you still can't find it, you'll get a full refund automatically within 24 hours."

RESPONSE B • PREFERRED

"That's frustrating. A few quick checks: look around your door and mailbox, ask anyone at home, and see if the carrier left a delivery photo. Parcels are sometimes marked delivered a little early. If it hasn't turned up by tomorrow, contact the seller or carrier with your order number — they can open a missing-package claim."

CRITERION	A	B	NOTE
Accuracy	2	5	A invents a refund policy it can't know.
Helpfulness	2	5	B gives ordered steps and a clear next action.
Tone	3	4	"Almost always are" quietly doubts the user.
Made-up claims	Fail	Pass	A promises an outcome on the company's behalf.

VERDICT

B, clearly. A sounds friendlier at first glance, but its refund promise is a hallucinated policy. A customer acting on it would be let down twice. One invented claim outweighs any gain in warmth.

04

Writing

Ghostwriting since July 2022 for coaches, consultants and founders — published under their names, in their voice.

Teardown • one rewrite, three decisions

MY OWN POST • LINKEDIN • 2026



Drishti Sen • You
Corporate & LinkedIn Ghostwriter for founders and executives | AI ...
4mo • 

Most coaching posts on LinkedIn are one rewrite away from sounding like an actual person.

Here's the before-and-after I'd run on a typical one.

BEFORE:
"As a leadership coach, I'm passionate about empowering leaders to unlock their potential and drive meaningful change. Here are 5 tips to lead with impact..."

AFTER:
"Most leaders I coach got promoted for being great at the job — then got handed a team with zero instructions on how to lead one. Tips don't fix that. A few honest conversations do. Here's the first one I make them have..."

The before isn't wrong. It's just wearing the same suit as every other coach in the feed — same words, same five tips.

The after says something only that coach could say, because it came from what they've actually seen across a hundred clients.

That's the whole job: making you sound like you on the page, sharp enough that the right people stop scrolling.

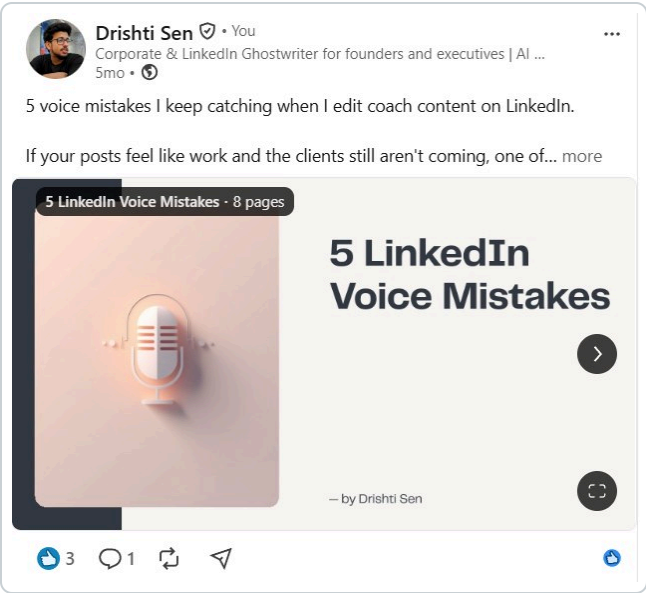
If your posts read more like the before, that's not a you problem. It's a default-setting one, and it's fixable.



- 1 Cut the borrowed words**
"Passionate", "empowering" and "unlock their potential" sit in thousands of coach bios. They tell the reader nothing about this coach.
- 2 Swap a promise for an observation**
"Promoted for being great at the job, then handed a team with zero instructions" is something only a working coach would notice.
- 3 End on a door, not a list**
"Here's the first one I make them have..." pulls the reader into the next line instead of five interchangeable tips.

PUBLISHED WORK

Carousels



5 LinkedIn Voice Mistakes
8 SLIDES • LINKEDIN DOCUMENT • 2026



5 LinkedIn About Section Mistakes
9 SLIDES • LINKEDIN DOCUMENT • 2026

How I write for a client

STEP 1

Inputs first

A call or its transcript, the client's last 20 posts, and how they talk when annoyed.

STEP 2

A one-page voice guide

Sentence length, openers, vocabulary, banned phrases — updated after every round of edits.

STEP 3

Brief to final

Draft, revise, final. No number goes in unless it came from the client or a named source.

FORMATS

LinkedIn posts and carousels, blogs, newsletters, website copy, email sequences

CLIENT WORK

Published under clients' names, so it isn't reproduced here. A writing-samples PDF with six full posts and a sample voice guide is available on request.

Timeline

JAN 2026 – NOW	AI Automation Specialist (n8n) · Freelance
SEP 2024 – JUN 2026	Content Moderator · WEJOY PTE. LTD.
JUL 2022 – APR 2024	Virtual Customer Support Associate · Amazon
JUL 2022 – NOW	Content Writer & Ghostwriter · Self-employed
JAN 2022 – NOW	AI Chatbot Trainer · Freelance
JUN 2019 – JUL 2022	BBA · Dinabandhu Andrews Institute of Technology & Management, Kolkata

Skills and tools

SUPPORT Chat, call and email support; issue resolution; escalation notes; SOPs; handover docs	TRUST & SAFETY Guideline-based review at volume; harmful-content decisions; edge-case escalation	AI EVALUATION Response rating and ranking; correction guidance; data annotation; prompt writing
WRITING Ghostwriting; voice guides; editing; Hindi and Bengali to English translation	AUTOMATION n8n, Gemini API, webhooks, REST APIs, Gmail API, WhatsApp Cloud API, Apify	EVERYDAY TOOLS Google Workspace, Excel (Power Query), ChatGPT, Claude, Gemini, Canva
LANGUAGES English (proficient) · Hindi (proficient) · Bengali (native)		