



KEERTHANA SREENIVASAN

Results-driven and analytical professional with a proven record in project management and client services. Skilled in strategic planning, data analysis, and cross-functional communication. Adept at managing global projects and building client relationships.

Link to my Portfolio : <https://tinyurl.com/KeerthanaSreenivasan>

CONTACT

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in [LinkedIn Profile](#)

EDUCATION

MBA, International Management

CBS International Business School, DE.

08/2019 – 10/2021

B.E, Computer Science

Anna University, Chennai.

08/2014 – 05/2018

SKILLS

- Microsoft Office Suite (PowerPoint, Excel)
- SQL, HTML
- Lucid chart
- JIRA/ Trello
- Data Analytics
- Project Management
- Client Relations
- Critical Thinking

CERTIFICATIONS

- Career Essentials in Business Analysis by Microsoft and LinkedIn
- Requirements Gathering in Business Analysis by Coursera

LANGUAGES

- English (Fluent)
- German (B2 Proficient)
- Hindi (Intermediate)
- Tamil (Fluent)

WORK EXPERIENCE

Guidepoint , Dusseldorf, Germany.

Project Manager /Customer Success Manager

10/2022 - Current

- Successfully led 150+ projects, achieving a 97% client and stakeholder satisfaction rate.
- Serve as primary liaison between clients and internal teams, ensuring seamless project delivery.
- Oversee recruitment and performance for EMEA regions, optimizing project outcomes.
- Implement process improvements to enhance client service and operational efficiency.

Client Service Associate

01/2022 – 10/2022

- Managed global consultancy projects, delivering expert recommendations to clients under tight deadlines.
- Conduct market research to identify top industry experts across multiple sectors.
- Facilitated intercultural communication and negotiations with stakeholders in diverse markets.
- Recruited specialists globally, negotiating terms to secure the best talent for each project.

Supertrends Institute , Zürich, Switzerland.

Digital Marketing Analyst

06/2021 – 12/2021

- Executing Social media campaigns
- Conducting market research and competitor analysis
- Analyzing Google analytics to track performance and evaluate campaign effectiveness.