



# KEERTHANA SREENIVASAN

*Driven professional with strong analytical skills, problem-solving mindset and a proven ability to excel in a collaborative, multi-cultural environment.*

## CONTACT

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in <https://www.linkedin.com/in/keerthana-sreenivasan-39783b204/>

## EDUCATION

### **MBA, International Management**

08/ 2019 – 10/2021

CBS International Business School, DE.

### **B.E, Computer Science**

08/2014 – 05/2018

Anna University, Chennai.

## SKILLS

- Powerpoint
- Excel
- Data Analysis
- Critical thinking & Problem Solving
- Teamwork & Leadership
- Client Service
- Strategic Planning

## LANGUAGES

- English
- German (B2)
- Hindi
- Tamil

## WORK EXPERIENCE

*Guidepoint , Dusseldorf, Germany.*

### **Project Manager /Customer Success Manager**

10/2022 - Current

- Driving growth and development for our largest consulting account
- Primary client liaison - managing projects, resolving issues, and strengthening relationships
- Unit Lead - overseeing projects, recruitment and performance in the UK and Nordic regions

*Guidepoint , Dusseldorf, Germany.*

### **Client Service Associate**

01/2022 – 10/2022

- Managed global consultancy projects across various industries
- Identified and presented top industry experts under tight deadlines
- Facilitated intercultural communication and negotiations
- Recruited experts globally for diverse markets
- Negotiated with specialists across cultures and industries

*Supertrends institute , Zurich, 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.