

**SURIYA  
LAKSHMI**

**SOCIAL MEDIA  
PROJECT MANAGEMENT  
CONTENT WRITING  
CLIENT MANAGEMENT**

**PROJECT  
MANAGER**

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## **SUMMARY**

Worked as Project Manager over 8 years and developed Working Models over the Telecom, Automotive, Banking, Mobile application and Creative Agencies.

Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns...

## **EXPERIENCE**

**Project Manager**, Pasumai Solutions, Chennai, April 2016-Sep-2016

Developed New Project Management Tool for the Mobile Application Development startup company. Created and Deployed new project Model with interim built Releases.

Functioned closely with customers and the Developers for the 100% Successful and Satisfied Delivery. Achieved a strong, visible presence and develop Mobile apps with viral potential.

**Social Media Manager**, Studio A, Chennai

Developed and managed online marketing campaigns for Studio A, Toodles, Big Short Films and Stones and Stories.

Effectively driven brand awareness, engagement and traffic to social media pages. Continuously monitored online public relations and ensure the success of client programs.

**Syndication Manager**, Shortfundly, Chennai

Engaged in creating, observing and responding to conversations within Shortfundly blog/Website. Monitoring tweets, responding to Facebook posts and engaging with brand advocates.

Implemented Agile Methodology Project Approach for this startup and created Project plans and Estimates on Creating Short films and a unique short film Platform.

### **Social Media Analyst/ Product Development, 4U Splash Juices, Chennai**

Developed initial social media plan and presence for startup brand. Built social media calendar, posts, advertising and promotions across social media platforms and blogs. Quickly built engagement via promotions and giveaways.

Build a strong base of repeat business and serve as the #1 in the Product. Created the Product Life cycle and Business Model for the New Startup.

### **Project Analyst, RBS Business Services, Chennai, Feb 2015-Apr-2016**

Worked as Project Analyst in GFS Risk and Regulatory Reporting, which involves providing end to end Project solutions. This includes Designing, development, maintenance, administration and validation of multiple risk models for Internal and external reports and supporting related functions.

Ensuring key input information is correctly procured at a granular level from various international Teams and Risk reserves and provisions along with other key ratios are accurately captured in our models. Implemented Agile Methodologies over the Traditional PMP Techniques.

### **Business Analyst, Visteon Automotive, Chennai, Apr 2010-Oct 2014**

Worked as Business Analyst which help in Curating the Business Strategies, Business Plans and Project implementation.

Also responsible for leading and developing business intelligence reporting solutions for Supply chain management of Visteon Automotive.

### **Transition Analyst, HP, Chennai, June 2008-Apr 2010**

Worked as Transition Analyst where worked on multiple pilot phases on Acquisitions and Mergers. Worked with international Teams and successfully migrated 6 Projects.

Accountable for accurate transaction tracking and reporting, actively participated in reporting operations leading to conceptualization and deployment of standard procedures.

## **EDUCATION**

### **B.Sc. in Animal BioTechnology**

### **Certificate in Agile Project Management**

### **Foundation Course in Digital Marketing and Social Media Marketing**

### **Certification in Business and Technical Ms.Excel**