



Priyanka K. Kanadia

Media Ops., Finance & Operations Mgr., Transition Specialist

PROFILE

A qualified professional with 8+ years of experience in Finance, Operations & Transition & Migration combined with a relentless zest to learn, possessing excellent communication skills and a drive to develop networking, I envision applying my learning to create value.

EDUCATION

M.Com (Management)

Mumbai University
(2010-2012)

BMS (Intl. Fin. & Spl. Studies in Mktg.)

KJSC(A&C)
(2006-2009)

Appeared for **FRM : Financial Risk
Manager** Part 1 examination
GARP

CONTACT

LinkedIn profile:

www.linkedin.com/in/kanadiapriyanka

EMAIL:

priyanka.kanadia@hotmail.com

Location:

Mumbai

PHONE:

+91-9769567217

WORK EXPERIENCE

TRIGENT SOFTWARE - LINKEDIN

(Dec'21-Present)

Media-Ops. Accounts Transition Specialist

- LinkedIn Marketing Solutions - Billing accounts transition for EMEA & LATAM partners with timely project deliveries & ensuring quality work with no errors
- Worked on a 150 million USD business transformation project that involved billing ownership transfer of over 5000+ LinkedIn Marketing Solutions advertiser accounts.
- Compiling & collecting data from partners, inputting in the Salesforce system & assigning to the team for transitioning
- Fetching data through system dashboards & apps like Salesforce, Zendesk; preparing & providing client & team reports
- Coordinating, assisting & resolving doubts of clients & internal global clients with any issues related to invoicing, accounts receivables, payment methods & transitioning
- Training the x-functional team & the new joiners about the processes
- Preparing metrics related to responsibilities to enable management to have a good view of team productivity and efficiency
- Initiatives for system automation to reduce the team's TAT, productivity gain & cost saving. Major initiatives taken for technical enhancement for productivity gain with successful implementation.
- Consistently meeting KPIs & expectations of Leadership team

SOHFI HEALTH & WELLNESS

(Jul'19-Nov'20)

Finance & Operations Manager

- Sole responsibility of Finance, Operations and Product; working closely with the core committee, leading, and coordinating problem resolution
- Business restructuring, data migration, strategizing, advising on the client acquisition and retention as well as social media handles, managing the accounts of the HNIs and the influential clients
- Invoice processing, accounts payables & receivables, bank & attendance reconciliation, vendor management, cost structuring, budget management, managing co.'s merchandise
- MIS, Income Summary, GST, TDS, PT filing
- Onboarding & managing payment apps like CC Avenue, PayPal for domestic & international payments
- Preparing metrics related to responsibilities to enable management to have a good view of team productivity and efficiency
- Handling the project & operations from end to end

CERTIFICATIONS

- NCFM : Derivatives, Capital Markets, Surveillance in Stock Exchanges, Investment Analysis & Portfolio Mgmt.
- AMFI Advisory
- CDSL's DP training programme
- Stock trading with Technical & Fundamental analysis, Trading Strategies

SKILLS

- Transition, Process migration, Order booking/mgmt., Bank Loan Settlements, Bank Reconciliation, Fund management, Auditing, Taxation, Vendor management, Invoicing, Accounts Payable, Accounts Receivable, Order to Cash
- MIS, Income summary and other EOM reports (including GST, TDS, PT filing, returns)
- Sound knowledge on foreign exchange and domestic and international payment apps like PayPal, CC Avenue, Xoom, Skrill, Razorpay and similars
- Excellent communication skills and ability to co-ordinate workhands off with Global/Domestic team/s for multiple daily checkpoints
- Ability to effectively handle end to end Finance & Operations management
- Tools familiar – Salesforce, Sendbloom, SalesLoff, Tableau, Dashboard, Power BI, Zendesk, SAP, Bloomberg, Aladdin, Genie, Adam, FIS, Pipedrive, Fundwave, Efront, Investran and newly developed customized software of startups, Excel – Dashboard, Pivots, Lookups

LANGUAGES

- English (Fluent)
- Spanish (Beginner)
- Hindi (Fluent)
- Gujarati (Fluent)

HOBBIES

- Playing guitar & keyboard
- Boxing
- Reading books

AAVISHKAAR VENTURE MANAGEMENT

(Apr'17-Jul'19)

Investment Associate

- Research analyst, worked on the Aavishkaar Bharat Fund - \$200mn
- Data migration to the software – Pipedrive & evaluating other software like FIS, Fundwave, Efront, Investran
- Invoice processing, FX calculation, conversion and related payments, reimbursing invoice vouchers of the employees
- MIS, Quarterly reports and working closely on the upcoming deals while ensuring that all KPIs are either met or exceeded by monitoring progress
- Leading "The Aavishkaar OpenHouse", an event conducted to provide an opportunity to the Startups to showcase themselves
- Recruitments and selections of the new team members

ORACLE – BLACKROCK SOLUTIONS

(Nov'10-Jun'13)

Senior Associate

- WSO Bank Loan Settlement, Cash Reconciliation (Equities, Fixed Income and Hedge Funds) by checking/downloading MT950 SWIFT messages between Custodian and Fund Managers' data
- Reconciling BMACS Group, Delaware funds and resolving the breaks of the same through GPE Monitor
- Overdraft Processing, MIS, Team leading and handling; training the senior management as well, initiated cross team training to understand end to end process
- Working closely with the senior management to improve productivity and efficiency within the team, like helping build the macros

MOTILAL OSWAL SECURITIES

(Aug'09-Jun'10)

Executive

- Managing the services offered to Top 5 franchisees and then the succeeding "next 100"
- Brokerage sharing calculation, monitor and review all processes at regular intervals and report any lapse, and undertake necessary steps to streamline the process and work on process improvement
- Active learner of portfolio management for clients with the PMS team, by understanding their risk exposure and providing customized risk solutions
- Monitoring the TAT (Turnaround Time) and ensuring that TAT is reduced effectively
- Used market research and web analytics data to understand customer and business needs, discovering the potential gaps and identifying new opportunities to ultimately define a product roadmap
- Documenting and administrative records of CSD