

SRIRAMANAN KALIRAJAH

10 Fallharvest Ave. Brampton, Ontario L6Y 0P2| P: (647) 564-9918| sriramanan.k.s@gmail.com

SUMMARY

Customer centric marketing professional with accomplishments in researching and planning comprehensive marketing strategies to support business goals and objectives. With strong analytic skills to improve operational and financial effectiveness.

WORK EXPERIENCE

Canadian Imperial Bank of Commerce.

Brampton, Ontario, Canada

Mortgage Processing Officer

Oct 2020 – Present

- Processed mortgage related transactions, such as property tax payments, mortgage liquidation, adjustments to insurance premiums, changes to client information and mortgage payments
- Made necessary calculations on premiums and/or allocation of payment to mortgages and liaise with CIBC collections to clear outstanding funds, collect all relevant fees, penalties, and interest due
- Trained and assisted employees within the team on tax processes

Bell Canada

Brampton, Ontario, Canada

Sales Associate

May 2017 – Aug 2017

- Customer services worked with ongoing clients trying to fix or upgrade services they currently had with Bell Canada
- Sales work with new clients trying to install Bell services to their new home or apartment
- Sales and promotion work with new areas implementing Fiber optics technology with Bell converting new or old customers to the new more efficient wired fiber optics tech

EDUCATION

Institute of Technology Carlow

Carlow, Republic of Ireland

Bachelor of Business (Honours)

Sept 2019 – May 2020

CONESTOGA COLLEGE

Kitchener, Ontario, Canada

(ADVANCED) Diploma in Administrative Business Marketing & Diploma in General Business Jan 2016 – April 2019

UNIVERSITY PROJECTS

MARKETING CATEGORY PLAN FOR LIDL

Nov 2019

- Developed a new category plan for a major grocery retailer within Europe Lidl
- The purpose of the campaign was to take Lidl freshly baked bread category and transform it so it is a more consumer friendly isle that would attract freshly baked bread consumers
- Created a plan using visuals designed on Photoshop alongside the category management process to maximize consumer retention while also meeting all their freshly baked bread needs of European consumer within the Republic of Ireland

INTERNATIONAL MARKETING EVALUATION

Nov 2019

- Designed an international marketing plan to take a local Irish Doll/Toy company Lottie Dolls abroad into new effective market
- Analyzed and identified the potential effective markets to enter alongside the ones that are not viable by conducting market evaluations
- Created a full international plan to potentially expand the Lottie Dolls business abroad into a new Brazilian market and made other market recommendations

ADDITIONAL

Technical Skills: Google Analytics, Social Media Analytics, AutoCAD LT, Photoshop, WordPress, Excel

Languages: Proficient in English, Tamil

Awards: Smarter Travel Campus Award 2020