

# ANNIE SARLINA SAMINATHAN

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## PROFESSIONAL SUMMARY

Results-driven iGaming professional with 8+ years in Change Management, KYC compliance, and Customer Experience. Optimized verification processes, achieving a 65% first-attempt success rate and automating verification for 1,000+ players daily. Collaborate with Product, Legal, and Policy teams to enhance compliance and efficiency. Canadian work permit holder.

## TECHNICAL SKILLS

**Project Management Tools:** JIRA, Confluence, Sprint Planning  
**Data Analytics:** MicroStrategy, KPI Tracking, Trend Analysis  
**Verification Systems:** SUMSUB, IDScan, JUMIO  
**Compliance Systems:** KYC/AML Frameworks, Bio Reports, Regulatory Systems

## WORK EXPERIENCE

### FLUTTER INTERNATIONAL

**CHANGE MANAGER** - *Vendor Management & Delivery, CDD.* 2022 - Present

- Vendor Relationship Management:** Led strategic partnerships with identity verification vendors (SUMSUB, IDScan, JUMIO), implementing feedback systems that improved first-attempt verification rates to 65%.
- Performance & Process Optimization:** Utilized MicroStrategy (MSTR) reports to track KPIs and analyze performance trends while implementing weekly rule updates for real-time data synchronization.
- Automation Implementation:** Spearheaded ID verification automation systems, reducing manual intervention and enabling verification of 1,000+ players daily without human interaction.
- Documentation Development:** Created comprehensive help center content for PokerStars & Betfair websites, improving player self-service capabilities and reducing support inquiries.

**CUSTOMER SUPPORT TEAM LEADER** 2020 - 2022

- Team Leadership:** Managed 30-member support team, implementing process improvements that increased operational efficiency by 95%.
- Escalation & Resolution:** Resolved high-level customer escalations within 72-hour SLA, turning negative feedback into positive outcomes.
- Talent & Cross-Functional Development:** Led recruitment and training for 70+ new hires while collaborating with product, policy, and legal teams to enhance customer response protocols.

**CUSTOMER SUPPORT ADVISOR** 2019 - 2020

- Customer Experience:** Maintained a 96% customer satisfaction rate through proactive issue resolution and personalized support strategies.
- Issue Resolution:** Provided comprehensive support to internal and external customers, addressing complex concerns efficiently.

**DOCUMENT VERIFICATION SPECIALIST | KYC DEPARTMENT** 2019 - 2020

- Due Diligence & Fraud Detection:** Managed KYC processes while investigating suspicious accounts using biometric reports and advanced verification techniques.
- Compliance Enhancement:** Optimized procedures for player research and account analysis, implementing improvements for regulatory compliance.

## EDUCATION

**MBA in Finance & Marketing** | *St. Joseph Degrees & PG College* 2024 - 2026

- Focus areas:** Finance, Marketing, Operations Management, Information Technology, Corporate Law, French.

**BCom Regular** | *Villa Marie Degree College for Women* 2021 - 2024

- Focus areas:** Statistics, Taxation and Business Communication.

## CERTIFICATIONS & RECOGNITIONS

- Google Project Management Certification (2023)
- Star Award for Process Improvement (2021)
- Award for SUMSUB Product Launch (2023)
- Award for IAC All License Integration (2024)

\*References and Recommendation letters available upon request\*