

# PURVA PURANI

Client Account Manager

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## TESTIMONIALS

*"Purva is absolutely amazing, never too busy to answer my daft questions and always keeps me in the loop!"*

Clare Elman - Communications Officer, Assura Group plc

*"Thanks to you and your colleagues who delivered the project, it worked very well indeed. We're delighted with the end product and the process."*

Sean McKeon - Company Secretary, Dalata Hotel Group plc

*"Not enough words to thank you for helping me and the team so proactively during the project. You are the best!"*

Elson Freitas - PSM, Investis Digital

*"Purva has been a great help to me and really appreciate her work ethic, it's great to know you can provide information and it's addressed immediately, brilliant!"*

Sonia Salisburry - Marketing Communications Manager, IBStock plc

## KNOWN DOMAINS

- Account Management, Planning, and Strategy
- Customer Relationship Management (CRM)
- Stakeholder Management
- Timeline and Schedule Management
- Project Management
- Resource Allocation
- Cross-Functional Team Leadership
- Front-end development

## METHODOLOGY

- Agile
- Kanban
- Waterfall

## PROFESSIONAL ADVANCEMENT

### Client Account Manager

E2M Solutions | Jan 2022 - Present

### Digital Communications Manager

Investis Digital | Jan 2019 - Dec 2021

### Team lead - Build Delivery

Investis Digital | Jan 2018 - Dec 2018

### Web Producer - Build Delivery

Investis Corporate Communications | July 2015 - Dec 2017

## PREVIOUS EDUCATION

### BITs Edu Campus, Gujarat Technological University

Bachelor of Computer Science and Engineering  
8.0 CGPA

### HSC - B.V.B's Narmada Vidyalaya

Graduated in 2011  
72 Percentile

### SSC - B.V.B's Narmada Vidyalaya

Graduated in 2009  
86%

## CERTIFICATIONS

### ITIL Foundation Level

AXELOS Global Best Practice  
Issued Oct 2019 - No Expiration Date

### Fundamentals of digital marketing

Google Digital Unlocked  
Issued May 2021 - No Expiration Date

### Advanced Google Analytics

Google Analytics Academy  
Issued Oct 2021 - Oct 2024

## WORK EXPERIENCE

### Client Engagement

- Improved client onboarding process, reducing time to onboarding by 20%
- Collected and analyzed client feedback to identify areas for improvement
- Prepared quotations and proposals in collaboration with the technical team

### Renewals and Upselling

- Managed renewal and cross-selling opportunities for company services, achieving a 90% renewal rate and a 10% increase in cross-sell revenue

### Enhanced Client Experience

- Organized webinars and email campaigns to keep clients informed about the company's offerings, functional updates, and services, leading to an increase in client engagement

### Project Coordination

- Managed internal resources and external partners for seamless project execution, on track to deliver all projects on time and within budget

### Resource Management

- Provided capacity planning and resource tracking for service delivery, ensuring that all projects had the necessary resources to be successful

### Dependency Management

- Ensured accurate cross-functional dependency tracking, identifying and mitigating potential delays early on

### Resource Optimization

- Maximized strategic and billable resource utilization for increasing billable hours

### Leadership and Collaboration

- Led management meetings and fostered team cohesion
- Collaborated with cross-functional teams to successfully deliver projects, meeting all deadlines and budget constraints

### Risk Mitigation

- Proactively identified and resolved project issues with data analytics, escalating when necessary

### Stakeholder Communication

- Effectively communicated changes and managed stakeholder expectations, ensuring that all stakeholders were aligned on project goals and progress

### Team Leadership

- Managed cross-functional teams for successful project outcomes, with a 100% success rate on all projects delivered

### On-Time, On-Budget Delivery

- Ensured projects met deadlines, stayed within scope, and adhered to budget constraints, achieving an on-time, on-budget delivery

### Thorough Documentation

- Created and maintained comprehensive project documentation, ensuring that all project knowledge was captured and preserved

### Effective Reporting

- Communicated project outcomes and risks to appropriate management channels, escalating issues as needed per the project plan

## TECHNICAL ACUMEN

- |                              |                    |                                  |
|------------------------------|--------------------|----------------------------------|
| • Office 365                 | • ClickUp          | • HTML, CSS3, Javascript, JQuery |
| • Google Suite               | • Basecamp         | • API feed integration           |
| • SharePoint                 | • Notion           | • Google Analytics, Tag Manager, |
| • Pivot Tables               | • Zoho             | search console                   |
| • HubSpot CRM                | • Trello           | • Google Apps Scripts            |
| • Confluence                 | • Asana            |                                  |
| • Microsoft Dynamics 365 CRM | • Monday           |                                  |
| • Quickbooks                 | • Mavenlink        |                                  |
| • Stripe                     | • JIRA             |                                  |
| • Calendly                   | • Canva, Photoshop |                                  |