PURVA PURANI

Client Account Manager

BACKGROUND

I am a digital native and a champion of client management, with a track record of managing and delivering successful projects and very happy clients.

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 Salisbury - *Marketing Communications Manager, IBStock plc*

GET IN TOUCH WITH ME

Cell: +91 9724334158
Email: purvapurani@gmail.com
LinkedIn: https://www.linkedin.com/in/purva-purani-55aa97b1/

WORK EXPERIENCE

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 Account Manager - E2M Solutions

- Being the primary contact person for high-end US clients. Being a liaison between client and technical project managers while providing strategic guidance to build relationships with the client.

- Managing account renewals and invoices in the billing software in order to maintain a revenue base. Hold weekly/biweekly client meetings to discuss project status and feedback and address escalation requests. Selling upgrades and cross-selling other services to existing clients. Conducting sales calls to onboard new clients.

- Streamlined internal processes in the client services department. Developed the company's client onboarding manual and questionnaire, established a process for regular customer feedback, introduced NPS surveys, and introduced HubSpot CRM within the company.

- Was a member of the feedback team for the development of the company's in-house billing software, actively testing the product to provide feedback.

- Improved the quality, effectiveness, and efficiency of our processes and improved client experience by developing and sharing best practices with team members.

Digital Communications Manager - InvestisDigital

- Proficiency in customer experience and account management, Microsoft Dynamics 365 CRM, in-house billing software & work order system.
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- Manage client-facing projects which include small-level annual reports to larger-scale website redesigning or careers/media website projects. Along with projects, manage day-to-day service requests.

- Regular catch-ups with the internal product teams and provide feedback and enhancement suggestions regarding technical enhancements as well as customer experience.

- Lead the team to the effective completion of the project within budgeted hours while maintaining quality. Provide technical guidance for problem-solving and maintaining team morale.

- In charge of maintaining a client's digital presence by monitoring the website performance using:
  - Google Analytics to analyze details of website visitors.
  - Google tag manager to add and update tags for detailed site analytics.
  - Google search console to monitor website performance in Google Search results.

- Pitch ideas for potential website upgrades and try to encourage clients to utilize their annual contractual service hours.

- Conduct regular catch-up calls and scrum meetings to know what the client wants, project status updates, and how I can help make their digital vision come alive.

Team Lead, Build Delivery - InvestisDigital

- The youngest employee selected to undergo 1-year management training under mPower training solutions conducted for Team leads and Project managers at Investis.

- Based on my technical as well as overall performance in different areas, I got promoted as a team lead within just 2 years of starting my career during which I got to manage my team as well as some very important projects like Rolls-Royce, ArcelorMittal, and Phoenix Life to name a few.

- Later, got offered to manage the technical multimedia team of the company.

Web Producer, Build Delivery - InvestisDigital

- Built a lot of technically challenging websites for some very well-known clients like Arcelor-Mittal, Rolls-Royce, Estee Lauder Companies, etc.

- Got selected to build the corporate website for the company's biggest European client OSRAM just after 3 months of joining as a fresher. After completion of that project, I worked on the corporate website for the company's biggest American client Estée Lauder and was later selected as a Team lead candidate. Then later got a chance to work on the corporate website for Rolls Royce and then start my journey as a team-lead.

TOOLS & TECHNOLOGIES

- Project Management tools: Mavenlink, Monday, Asana, ClickUp, Teamwork, Basecamp, DoneDone
- HubSpot, Microsoft Dynamics 365 CRM, Quickbooks, Calendly, and in-house billing software.
- Google Analytics, Google Tag Manager, Google Search Console.
- Bug & issue trackers like JIRA and Mantis
- HTML5, SASS, CSS3, Bootstrap, JavaScript, jQuery
- Google Maps API, Social media feeds, API feed integration
- Image editing software like Canva, Photoshop, and Illustrator as well as audio/video editing software like Adobe Premier.

A BIT ABOUT ME

I am a people person and get along with mostly everyone; unless you hate Harry Potter, that's a huge NO. In my spare time, I love to read (translated as watching Netflix and endlessly browsing Instagram), paint and hang out with my plant babies. As you may have already noticed, I have a great sense of humor.