

# VANI KARIKALAN

MBA | Web Development | Strategic Analysis

206.474.6806

vani.karikalan@gmail.com

Seattle, WA

linkedin.com/in/vanikarikalan

github.com/vanikari

## SKILLS

Business Strategy & Analysis

HTML5/ CSS3

JavaScript/ jQuery

Operational Efficiency

Process Improvement

Product Marketing

Financial Modeling

Financial Statement Analysis

SQL

Bootstrap

## EDUCATION

UNIVERSITY OF WASHINGTON  
**Full Stack Web Development  
Bootcamp**  
2019

SEATTLE UNIVERSITY  
Master of Business Administration  
**Strategy & Business Analytics**  
GPA: 3.95 | 2016 - 2018

LEEDS BECKETT UNIVERSITY  
Bachelor of Arts  
**Business & Management Studies**  
2010

## PROFESSIONAL PROFILE

MBA graduate – getting my hands dirty with web development. Strategic and analytical problem solver. Big picture visionary with ability to break down projects into minute steps.

Passionate about leveraging my background and utilizing my technical skills to help organizations propel their goals and solve customer problems.

## PROJECT

**Weather Spot** | <https://vanikari.github.io/Weather-Spot/>

April 2019

- User focused and minimalistic weather dashboard integrated with music
- Owned and developed features focused on integrating the weather and music functions – Time Zone, Geolocation, Music player embedding
- Tested and identified bugs and debugged features and merges seamlessly

## EXPERIENCE

**Senior Associate – Trade Finance**

Jul 2014 – Sept 2016

*Ahli Bank QSC | Doha, Qatar*

Crafted strategies to improve performance and enhance client experience

- Streamlined processes like customer query-handling and data management – reduced turnaround time and improved efficiency by 40%+
- Enhanced productivity by 30%+ – guided and trained a team of three through lean project management techniques
- Catalyst for 150% YoY revenue growth. Defined and analyzed key performance metrics leading to 35% decrease of time spent in client management
- Launched new pricing strategy and revised business model for an under-performing product, resulting in 100% customer growth
- Improved customer satisfaction by 45% over 8 months – evaluated and resolved issues by collaborating cross-functionally

**Business Associate**

Sept 2012 – Jun 2014

*Vista Associates Limited | Qatar & India*

Created new marketing strategies and cultivated various partner relationships

- Helped disrupt \$20M piping industry by launching a premium product in Qatar
- Developed integrative marketing strategy that highlighted 30% cost efficiencies for customers compared to competitors
- Drove visibility and awareness to product line by building strategic relationships and negotiated with potential product influencers in Qatar
- Forecasted 50% YoY growth potential in Qatar by researching and evaluating opportunities in new markets, providing suggestions to leadership

**Operations Representative – Trade Finance**

Dec 2010 – Aug 2012

*Bank of America N.A. | Chennai, India*

- Boosted revenue by 20%+ and outperformed benchmarks by managing high-volume workload and resolving customer complaints
- Tested trade web portal, performed gap analysis, compared performance metrics and liaised with regional & global compliance teams.