

ananthkrishnan.velusamy@gmail.com

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Coimbatore, India 641023

## Skills

- Professional Services Consulting
- Customer Relationship Management
- Customer Communication Management
- Campaign Management
- Email marketing
- Marketo
- Marketing Automation Software
- Contact Center
- Call handling
- Ticket Management
- Business Process Outsourcing
- Quality Control

## Education

01/2019

**BBA:**

**Norwich Institute of Management Studies**

01/2016

**Bachelor Preparatory Program:  
Norwich Institute of Management Studies**

## Websites, Portfolios, Profiles

- [linkedin.com/in/ananthkrishnan-velusamy-b7ba623](https://www.linkedin.com/in/ananthkrishnan-velusamy-b7ba623)

## Languages

**English:** First Language

**Tamil:** C2

Proficient (C2)

**Hindi:** C2

# Ananthkrishnan Velusamy



## Professional Summary

Seasoned Professional Services Consultant with solid background in project management, strategic planning, and customer relationship building. Demonstrated ability to manage complex projects from conception to successful completion while achieving desired outcomes. Strengths include effective communication skills, problem-solving abilities and proven expertise in implementing innovative solutions that improve operational efficiencies. Significant impact made in previous roles by delivering high-quality services to clients, leading to increased satisfaction and retention rates.

## Experience

### **ResDev RD Services Pvt. Ltd. - Professional Services Consultant**

*Pune, India*

*04/2024 - Current*

- Delivered expert consulting services in professional services.
- Coordinate across departments to create tailored solutions.
- Assisted in creating service delivery models.
- Collaborate with clients to grasp business objectives.
- Oversaw engagements to meet time and scope objectives.
- Maintained strong client relationships, promoting customer satisfaction.
- Clients: Tech Mahindra, WIPRO

### **Verticurl Marketing India Pvt. Ltd. - Senior Specialist - Client Success**

*Coimbatore, India*

*07/2021 - 03/2024*

- Oversee daily campaign activities and execution for Dell and PIMCO accounts.
- Plan long-term projects for Client operations.
- Oversee high revenue long-term client portfolio ensuring success of marketing automation platform.
- Formulated comprehensive plans aimed at boosting client attraction and brand visibility.
- Managed promotional budgeting tasks.
- Identify cross-sell potential through collaboration with development and sales departments.
- Fostered robust client connections for long-term expansion.
- Oversee new clients' software adaptation and maintain their accounts.
- Collaborated with product management to develop successful roadmaps.
- Conduct monthly and weekly reviews to evaluate client goal achievement.
- Ensure on-time and accurate delivery of campaigns.

Proficient (C2)

- Implemented rigorous quality assessments prior to making the campaign live.
- Collaborate with CSM teams across locations to identify and address issues.
- Assisted CSMs by extracting data for QBRs and monthly utilization reports.
- Clients: Dell, PIMCO

#### **Information Evolution India Pvt. Ltd. - Quality Lead**

*Coimbatore, India*

*12/2014 - 06/2021*

- Provided mentorship to improve skills of quality analysts.
- Ensured accuracy before quality score publication.
- Train and oversee certification processes for onboarding staff.
- Facilitated transition of certified agents to production.
- Reviewed client deliverables for accuracy before deadlines.
- Clients: Blue Book, MCH, True Influence, B2Lead, Cannabiz Media

#### **Mobius365 Data Services Pvt. Ltd.(formerly 365 Media Pvt. Ltd.) - Team Lead**

*Coimbatore, India*

*03/2008 - 12/2014*

- Oversee production schedules to meet deadlines.
- Oversaw team performance, providing action points for improvement.
- Completed data audits and ensured timely delivery of reports.
- Performed team member evaluations and established objectives for the next year.
- Clients: LNCA, Yellow Pages

#### **Personal Information**

DOB: 06 December 1984