



## EDUCATION

### B.E., Telecommunications

2007 - 2011

Visvesvaraya Technological University

Grade: First Class with Distinction

Attained B1 German Language Proficiency



## SKILLS & EXPERTISE

Product Management

Business Analysis

Product Marketing

Business Development

Client Presentations

Managing Client Relationships



## TOOLS

Salesforce

Siebel

Microsoft Office



## CONTACT

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# Aditya Srinivasan

## Client Service Manager



## WORKING EXPERIENCE

### Client Service Manager at Akamai Technologies, Inc.

(July 2019 - Present)

- Handling over 150+ accounts spread across Latin America and the U.S.
- Partnering with customers along the entire lifecycle to derive strategies for promoting Akamai proprietary IP products and solutions on a regular basis.
- Utilize client product usage and industry metrics to derive insights and use these to drive greater customer engagement and adoption.
- Delivering quarterly business reviews to review performance and ensuring that the customer is achieving value.
- Working in lockstep with sales in an effort to drive value confirmation of existing products and services, thus improving sales renewals and sales effectiveness.
- Partnering with sales and technical consultants to implement proprietary solutions and products on-premises & mitigating churn by creating custom plans for accounts at risk.

### Senior Content Development Specialist at Think and Learn Pvt. Ltd.

(March 2018 - July 2019)

- Taking a lead role in external communications, including social media and website related communications for a large line of business.
- Supporting the digital marketing team to provide SEO optimized content for lead generation and increasing website engagement.
- Supporting marketing and sales teams across geographies with content used to drive email campaigns, marketing events, and other lead generation initiatives.

### Business Consultant at

#### Educaro GmbH and Kulturzentrum Educaro India Private Limited

August 2017 - October 2017 (3 months)

- Played a crucial role in setting up the business of Educaro India operations.
- Helped conceptualize an effective GTM strategy and conduct market research.
- Building a strong pipeline of B2B and B2C clients through marketing events and taking a lead role in CRM and handling client expectations.

### Associate - Business Development at Think & Learn Pvt. Ltd.

July 2015 - August 2015 (Full Time Intern)

September 2015 - August 2017 (1 Year 11 Months)

- Leading B2C sales conversions across India through web-based Apps, inbound calls, online chats and emails.
- Partnering with cross-functional teams to execute outbound marketing campaigns across all digital channels.
- Leading content development for website and marketing collateral.

### Pre Sales Consultant at Cognizant Technology Solutions

December 2011 - April 2014 (2 years 5 months)

- Presenting solutions focused on areas such as automation and performance testing, TaaS (Testing as a Service) to customers.
- Partnering with cross-functional teams such as legal, finance, corporate marketing and strategic marketing groups (SMG's) for on-boarding IP solutions and managing the portfolio through all stages leading up to commercialization.