

# SHRINITHI MAHADEVAN

shrinithi.mahadevan@gmail.com | 8807350637 | Thiruvananthapuram, Chennai, India

## SUMMARY

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Experienced Analyst who has a knack of reckoning at the bigger picture in order to drive successful business solutions.

## EXPERIENCE

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### Market Research Analyst, Freshworks

*Apr 2019 - Present*

- Work towards delivering the right data, translating data into actionable insights and optimizing key sales processes.
- Work directly with and serve as the liaison between business units, technology teams and support teams.
- Communicate with stakeholders in order to maintain transparency and ensure the solution meets customers needs.
- Conceptualizing user scenarios and capture these as workflows and wireframes.
- Coordinate with design experts to create mockups and present solution recommendations.
- Perform sprint planning and risk assessment.
- Competitive Analysis - Providing in-depth analysis on competition as per segments, products and clients.
- Sales Enablement & Customer Relationship Management - Identifying key points of contacts across prospective channels and setting up introductory emails/calls.
- Compiling Reports - Proactively communicate and collaborate with clients/internal teams to analyze information needs and functional requirements and deliver the needed artifacts (i.e., functional requirements, business requirements document, use cases, GUI).

### Research Analyst, Relationship Science India Private Limited

*Jul 2018 - Mar 2019*

- Perform research in the relevant areas of business, technology & science and ideate new concepts, functions, design.
- Examine and review qualitative output from multiple data sets and information sources to ensure data consistency, collection standards and workflow processes.
- Elicit requirements using document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis.
- Interpreted data and made recommendations from findings.
- Deliver informative, well-organized presentations.

## EDUCATION

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### Bachelor of Engineering, Electronics and Communication

*Jun 2014 - May 2018*

Rajalakshmi Engineering College

GPA: 7.35

### Senior Secondary (CBSE 12th), Science

*Jun 2012 - May 2014*

Shri. B.S. Mootha Girls Higher Secondary School

Percentage: 89.5

### Higher Secondary (CBSE 10th), Science

*Jun 2010 - May 2012*

Asan Memorial Senior Secondary School

GPA: 9.8

## SKILLS

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**Microsoft Office Suite:** MS Excel, MS Powerpoint

**Wireframing/Prototyping:** MS Visio, Adobe XD

**Customer Relationship Management:** Freshsales / FW CRM

**Visualization/Business Intelligence:** Tableau

## ACHIEVEMENTS

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- Best Trainee Star Award - Was awarded the Best Trainee STAR Award at Relationship science India Pvt Ltd for excelling in all preliminary assessments during the basic training period. : Sep 2018
- Employee of the Month ALPHA Award - Won the Employee of the Month ALPHA Award twice for maintaining high quality and outstanding productivity : Nov 2018 - Dec 2018

## HOBBIES

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- Books, Puzzles, Travel, Badminton
- Volunteer work - Besant Memorial (Animal Dispensary) , U&I (A volunteer-driven charitable organization that is focused on educating underprivileged children)