

Malavika Vinoy

Ernakulam, Kerala, India
maluaickara@gmail.com
00919961501799

[linkedin.com/in/malavika-vinoy-b4a479152](https://www.linkedin.com/in/malavika-vinoy-b4a479152)
<https://www.malavikavinoy.com/>

Strategic-minded and goal-driven professional with experience in business analysis, implementation, account management, customer success, process set up, client relations, project delivery, direct sales, and business development.

I have worked with teams in developing strategies & solving challenges to achieve product and client goals, while also skilled at liaising with stakeholders from entry to CXO level to ensure efficient and timely project execution and delivery.

Skills

Business Analysis • Project Management • Account Management
• Customer Success • Client Relations • Project Delivery
• Communication • Business Development

Experience

Account Manager

[impress.ai](https://www.impress.ai)

Oct 2021 - Present

- Liaising with multiple clients in understanding their challenges and requirements.
- Proposing solutions to the client's challenges.
- Communicating requirements clearly to internal teams for impress.ai's platform configuration.
- Creating metrics and analytics for the usage of the client.
- Keeping track of client support tickets and ensuring timely closure.
- Analyzing patterns in support tickets, client usage data, and giving reports, analysis, and insights to the CS/product team to drive adoption and expansion.
- Generating reports as required to drive client engagement.
- Ensuring that quality assurance (QA) is done well and that the output is of the highest quality.
- Providing training and walk-through to the clients on the new features and platform workflow configured for them.
- Creating project plans and communicating those with internal stakeholders & clients if any.
- Managing projects internally to ensure that timelines are adhered to strictly.
- Supporting Customer Success team in client renewals.
- Maintaining a detailed and accurate record of all client details and communication.

Account Manager

[WowMakers: UX Design Agency](#)

Dec 2017 - Sep 2021 (3 years 10 months)

- Conceptualized & implemented effective sales strategies to drive sales volume and increase the company's market share.
- Focused on revenue generation and contributed to overall business objectives and profitability.
- Identified personas & targets, and implemented effective email sales campaigns with good conversion rates.
- Managed inbound leads acquired over multiple channels.
- Assessed client requirements and pitched services.
- Engaged & retained clients with immediate query resolution, timely follow ups & value delivery.
- Developed customized client pitch documentation and conducted business presentations.
- Closed new business deals by negotiating contracts and providing customized solutions to meet client requirements that may have a mix of several models of engagement.
- Managed the closed Deals/Accounts by closely working with the production team and ensured timely delivery as the sole point of contact for the client.
- Built and maintained strong relationships with clients by providing information, support, and guidance through the course of the engagement to ensure rebounds and minimum drop-outs.

Writer

[Kdramabuzz](#)

Sep 2017 - Feb 2018 (6 months)

Volunteer

- Prepared articles related to the South Korean entertainment industry.

Technical Sales Coordinator

Continental Technical Supplies

June 2015 - May 2016 (1 year)

- Managed the inbound leads over multiple channels.
 - Assisted the technical team in promotion of technical products and coordinated with the supplier for technical related issues.
-

Education

Cochin University of Science and Technology

Bachelor of Technology - BTech, Electrical, Electronics and Communications Engineering | 2011 - 2015

Sobhana Public School, Kerala | 2009 - 2011

Gulf Indian High School, Dubai | 2004 - 2009

Sobhana English Medium High School, Kerala | 1997 - 2004

Certificates

- [Business Analysis Masterclass \(ECBA\) Certificate](#)
- [Coursera | Google - Foundations of User Experience \(UX\) Design](#)
- [Udemy - Business Analysis FundamentalsUdemy](#)
- [Udemy- Master of client and account management](#)
- [LinkedIn-Sales: Closing Strategies](#)