

Thinakar S

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## CAREER SUMMARY:

8+ years of career experience, currently working as an Account Manager, expertise in WordPress CMS, website development, social media marketing, digital marketing, and business analysis.

## PROFESSIONAL SKILLS:

Project management | Team management | Business analysis | Website Management | WordPress CMS | Social Media Marketing | Process analysis | Document management | Project planning | Digital Marketing | Web Research | MS Word | MS Excel | PowerPoint | Asana |

## CERTIFICATION:

- Fundamental of Agile Project Management
- Automation Business Analysis
- LinkedIn Certified Marketing Insider
- Social Media Marketing

## EXPERIENCE:

**Account Manager** ColorWhistle, Coimbatore – November 2021 - Present.

- Evaluation of project budgets, scopes, and timelines for projects, ensuring alignment with business objectives..
- Executed project schedules, tracked deliverables, and established priorities for the team.
- Project manager coordinated with the design, development and digital marketing team to ensure the quality standards and meet the needs of the business and its users.
- Conducted regular project team meetings, addressing challenges, resolving bottlenecks, and adjusting timelines and deliverables as needed
- communication across diverse teams and stakeholders, ensuring project cohesion and smooth workflows.
- Familiarized with project management tools (Asana, Excel, PowerPoint, and Word documents) and have basic understanding of methodologies Waterfall, Agile.
- Worked collaboratively with the social media and digital marketing team, contributing to the development of innovative strategies and content ideas for online platforms.

**Website & Social Media Manager** Hindusthan Education Institution, Coimbatore – April 2021 to October 2021.

- Monitored daily website operations and ensured website functionality.
- Maintained communication with staff and developed website content.
- Partner with IT and web developers for technical enhancements.
- Analyze website trends and Prepare weekly and monthly reports on website performance.
- Managed and ensured brand consistency in campaigns.
- Created plans to grow and maintain followers on popular social media platforms.
- Worked closely with the content management team to create social media posts.
- Partner with the IT and web developers when necessary, and manage external agencies as needed to deliver technical enhancements.

**Process Specialist** Infosys BPM, Bangalore – April 2018 to Feb 2021.

- Subject matter expert manages daily operations, assigns tasks, provides technical support and resolves issues. Monitor inventory and manage talent to maintain high customer satisfaction.

- Analyze claims data to improve efficiency, handle customer interactions, and provide input on processes to improve delivery, cost savings and risk reduction.
- Also develop and implement quality assurance programs, audit plans and SOPs, and ensure process quality and minimize risks and non-compliance.
- Assist in resolving escalations to ensure high customer satisfaction.

Infosys BPM, Bangalore - *Senior Process Executive* - January 2017 - March 2018

- Senior Process Executive was responsible for working on health insurance claims and targets, SLA, quality, and primary tech support.
- Responsible for adjudicating claims, validating and verifying provider information.
- Also processed provider-submitted claims adjustments and shared process and domain knowledge with the team, resolving any queries that arose.
- Additionally, led bi-weekly technical calls with clients to update and implement effective processes to meet client and internal goals.

Infosys BPM, Bangalore - *Process Executive* May 2015 - Dec 2016

- Executes transactions as per prescribed guidelines and timeliness.
- Medicare, Commercial claims processing, and Provider NPI to validate provider information process to pay or deny the claim.
- Follows all predefined procedures with the objective to meet the SLA target.
- Ensure that the performance parameter is met and exceeded within the guidelines, policies.

#### **EDUCATION:**

- B.SC (CS) - VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu
- HSSLC - Sri.P.Mallaiyan Matric Higher Secondary School, Coimbatore, Tamil Nadu
- SSLC - CSI Boys Higher Secondary School, Coimbatore, Tamil Nadu

#### **STRENGTH:**

- Continuous learner and multi-tasking.
- Excellent communication skills.
- Strong organizational skills
- Ability to delegate
- Ability to motivate teams
- Proactive problem-solving
- Leadership, coaching.

#### **Personal Detail**

- **Gender** - Male
- **Marital Status** - Single
- **Nationality** - Indian
- **Language proficiency: Read, Write** - English, Tamil.
- **Language proficiency: Speak** - Malayalam, Kannada.

#### **Declaration:**

I hereby assure you that the above-furnished details are true to the best of my knowledge.

**Place:**

**Yours Truly,**

**Date:**

Thinakar S