

## Thinakar S

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### CAREER SUMMARY:

9 years of experience, currently working as an Account Manager, expertise in WordPress CMS, website development, social media marketing, digital marketing, project management, team handling and business analysis.

### PROFESSIONAL SKILLS:

Project management | Team management | Business analysis | Website Project Management | WordPress CMS | Social Media Marketing | Process analysis | Project planning | Digital Marketing | MS Word | MS Excel | PowerPoint | Asana | GA4 | Google Ads | Meta Ads | LinkedIn Ads

### CERTIFICATION:

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

### EXPERIENCE:

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

- Managed projects worth over \$8,000 for web development and \$5,000 per month for digital marketing.
- Managed web development and digital marketing projects for diverse clients.
- Prepared project estimations based on client requirements, ensuring alignment with budget and timelines.
- Developed and executed project plans, tracked deliverables, and communicated progress to stakeholders.
- Led team meetings, addressed challenges, and adjusted project plans as needed.
- Collaborated with various stakeholders (design, sales, development, marketing, content writing, social media, and clients).
- Managed digital marketing projects, including content creation, SEO, social media marketing, and paid advertising campaigns.
- Analyzed campaign performance metrics and optimized campaigns for continuous improvement.
- Utilized project management tools like Asana, Trello, and Google Sheets.

#### Website & Social Media Manager Hindusthan Education Institution – 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

**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:**

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