



Monia Srinivasan

Account Manager

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Dubai, United Arab Emirates

Results-driven Account Manager with 5 years of experience at Amazon. Proven track record in managing and negotiating key B2B client accounts, driving sales growth, and exceeding revenue targets. Skilled in building and maintaining strong client relationships and providing exceptional customer service.

WORK EXPERIENCE

Account Specialist Amazon

08/2018 - 02/2023

Achievements/Tasks

- Analyzed customer data statistics to identify new opportunities for up sells and cross-sells, resulting in a revenue boost of over \$100k.
- Collaborated in designing and implementing pilot programs to reactivate over 30 advertiser accounts, resulting in a 15% increase in advertising revenue within the first quarter post-launch in 2022.
- Utilized technical skills in Amazon Advertising Console to analyze campaign data, identify trends, and construct data-driven decisions for campaign optimization.
- Established and nurtured connections with 200+ strategic vendors/sellers for negotiations, driving down campaign expenses by 25% and expanding account base resulting in a 20-30% increase in sales within the Amazon Platform.
- Produced data reports on a quarterly and monthly basis to support engagement with advertisers, enabling effective discussions around campaign performance.

Intern

V. Ships Ship Management Pvt Ltd

01/2018 - 06/2018

Achievements/Tasks

- Created and delivered a comprehensive presentation highlighting key project findings, resulting in effective decision-making for HR team.
- Streamlined fleet management processes through collaboration with purchase team, resulting in a 15% decrease in procurement time.
- Reviewed crew documentation for completeness and accuracy of information before onboarding Fleet.

SKILLS

Amazon Platform Expertise

Account Management

Data Analysis

Microsoft Office

Basic SQL

Cold Calling

Salesforce

CRM

Contract Negotiation

Marketing Strategies

Market research expertise

ACHIEVEMENTS

POD Lead

Led and managed a team of 6 as the POD lead, exceeding all performance goals and receiving financial recognition from upper management.

Seasonal Events

Lead the team on internal seasonal events advertising approach to gain higher traffic and sales with financial reward.

LANGUAGES

English

Full Professional Proficiency

Tamil

Native or Bilingual Proficiency

French

Elementary Proficiency

EDUCATION

M.B.A.(Marketing and HR)

SRM Institute Of Science & Technology

2016 - 2018

B.E.(Computer Science and engineering)

Sri Sairam Engineering College

2012 - 2016