



Srinidhi Padukone

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Summary

Customer success and sales leader with a strong track record in driving client engagement, cross-functional collaboration, and revenue growth. Skilled in onboarding, storytelling, negotiation, and campaign optimization. Demonstrated ability to lead teams, manage global stakeholders, and execute data-driven strategies—making a seamless pivot to marketing by leveraging communication, client insights, and digital growth expertise.

Professional Experience

Solutions Consultant | PriceLabs | Pune

- Orchestrated onboarding campaigns for 400+ new clients, crafting engaging product demos that boosted client adoption and built trust.
- Drove a 70% lead conversion rate by tailoring product messaging to resonate with customer needs, resulting in \$49,680 in new annual recurring revenue.
- Developed customized optimization strategies, enhancing clients' revenue management through data-driven insights and digital tools.

Senior Customer Success Manager | Verloop | Pune

- Handpicked to manage chatbot automation for Meesho and ADIB (Abu Dhabi Islamic Bank), the two largest enterprise clients of the company with a portfolio value of over \$220K.
- Collaborated with 3 cross-functional teams and identified opportunities for improvement by analyzing data of chatbots on various channels for clients with a portfolio value of over \$150K and led the implementation of recommended changes that resulted in an upsell of 15% of the portfolio value.
- Headed a 17-member team to design and implement new processes and systems for migrating 100+ clients from rival business service providers to Verloop's WhatsApp Business Account platform in partnership with Meta.
- Mentored a team of 4 recruits, and developed and maintained resources, documentation, and training materials to bring down the training timelines by 30%, ensuring faster and more reliable ownership of new accounts.
- Negotiated with counterparts in 5 countries across MEA and SEA during contract renewals and persuaded business teams to agree to a 10% increase in Annual Recurring Revenue for all the contracts.

Senior Sales Executive | Promolta | Bengaluru

- Spearheaded campaigns that generated \$250,000+ in digital advertising sales, supporting content creators in reaching new audiences.
- Developed innovative marketing games, doubling video viewership and engagement for advertisers.
- Managed client conflict resolutions, preserving \$90,000 in campaign investments through effective communication and quick problem-solving.

Customer Success Specialist | sumHR | Pune

- Championed product onboarding and client enablement for 90+ brands, presenting demos and securing executive buy-in for new HR tech implementations.
- Drove a 73% portfolio value increase by crafting brand-centric client presentations and tailoring solution messaging.

Education

BBA – Symbiosis Centre for Management Studies | Pune

Accomplishments and Awards

- Selected for participation in the semester exchange program at Paris Dauphine University for the 2nd semester of the academic year, as part of the bilateral agreement between Symbiosis International University and Université Paris Dauphine
- Secured the 1st position in the Inter-school English Debate competition, advancing to the Regional Level (North-East India) English Debate competition
- Achieved first division with distinction in the Practical Art annual examination, recognized by the West Bengal State Academy of Dance, Drama, Music, and Fine Arts.

Co/Extra-curricular

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