

SARAVANAN RAVICHANDRAN

E-Commerce/Digital Marketing Executive, Administrative Executive, Engineering, Customer & Client Support.

- ❖ Versatile professional with 15 years of experience in Engineering, interpersonal management, operations, and digital marketing/E-commerce with quick adaptability.
- ❖ Strong analytical and problem-solving skills with expertise in research, planning, workflow optimization, and quality-driven manufacturing methods.
- ❖ Goal-focused and committed to fostering professional relationships to enhance productivity and profitability.

Experience

2023-08 to Present

Social Media Executive – Digital Marketing / E-Commerce

PRiS GO Pvt. Ltd., Chennai, Tamil Nadu.

- Developed and implemented comprehensive social media strategies for Facebook, Instagram, LinkedIn, Twitter, and YouTube, increasing audience engagement by 40% within six months.
- Managed social media calendars across various platforms (FB, Instagram, X (Twitter), LinkedIn, and YouTube)
- Created engaging and high-quality content to resonate with targeted audiences.
- Monitored and analyzed social media performance metrics, using insights to optimize campaigns and content strategy.
- Cultivated a positive brand image and responded to customer queries and feedback promptly and professionally.

2015-04 to 2023-02

Senior Executive Administrator

Amman Industries, Chennai, Tamil Nadu.

- Handled purchase and order data collection, ranking, scheduling the inflow and outflow of products, and project delivery.
- Aligning organizational objectives with company mission, increasing revenue, and business growth by collaboratively developing integrated strategies.
- Identifying and solving issues with production, workforce, and material sourcing.
- Streamlined operations to maximize business efficiency and profits.

2013-11 to 2015-03

Senior Customer Support Executive

Groupon (E-Commerce), Chennai, Tamil Nadu.

- Worked with field operations team to support business development opportunities.
- Recommended potential products or services by analyzing customer needs.
- Handled problem-solving with customers.
- Managed timely and effective replacement of damaged or missing products.

2012-12 to 2013-09

Customer Support Executive

Sutherland, Chennai, Tamil Nadu.

- Established and monitored customer service standards with comprehensive benchmarks.
- Organized customer information and account data for business planning.
- Handled customer issues in relation to software installation problems in smart devices.

- Identifying virus-related issues and helping educate customers about all features of McAfee anti-virus software. Also handled Intuit taxation process for customers.

2010-02 to 2012-06

Customer Support Executive

Pneutech Engineers, Chennai, Tamil Nadu.

- Collaborated with staff members to enhance customer service experience with effective client satisfaction rates.
- Handled purchase order collection and delivery for lathe works and CAD drawing materials for machinery components.
- Maintained up-to-date knowledge of product and service changes.

2008-07 to 2009-07

Technical Assistant

Indian Airlines (NACIL), Chennai, Tamil Nadu.

- Worked directly under the Chief Manager in Quality Control for aircraft data maintenance, which included Aircraft/Engine Performance Reports, Making Log Entries, Distribution of General and Technical Circulars, and recording Flight Log.
- Logged inventory of functioning systems to maintain user accessibility.
- Liaised with vendors and third-party support staff.
- Wrote and reviewed formulas to request maintenance of equipment.

Skills

Professional:

- Business Development
- Trend Detection & Analysis
- Data Analysis & Reporting
- Growth Planning
- Social Media Management
- Performance Improvement
- Procedure Implementation
- Operations Oversight
- Administrative Support
- Customer Inquiry Management (CIM)
- Complaint Resolution

Software:

- CADD CENTRE Certified:
 - AutoCAD 2D & 3D
 - CATIA v5
 - UNIGRAPHIX NX-CAD
- META ADS
- GOOGLE ADS
- Order Processing – NIMBUS & SHIPROCKET
- Image Editing - Canva
- MS Office (Word, Excel, PPT)

Education

- **MBA** in Business Administration and Management from University of Madras (2016-06 to 2018-08)
- **B.Sc.** in Psychology from the University of Madras (2019-06 to 2022-08)
- **4-Year Diploma in Aeronautical Engineering from Hindustan Institute of Engineering Technology (2004-06 to 2008-06)**, Equivalent to B.E. Aeronautical Engineering.

Declaration

I hereby declare that all the information furnished above is accurate to the best of my knowledge.

Place:

Date:

Sincerely,
Saravanan. R