

# SUHANI ARORA

ACCOUNT EXECUTIVE - Account Management, Customer Experience, Design Thinking

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## SKILLS

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- **Customer Experience:** Salesforce, Zoho, SaaS Platforms, Customer Journey Mapping, Behavioural Economics.
- **Project Frameworks:** ITSM Workflows (JIRA, ServiceNow), GitHub/GitLab, Mural & Miro for Workshops.
- **UX Strategy:** Design Thinking Frameworks, Prototyping Methods for DT Workshops, UX/UI Best Practices.
- **Digital Design Tools:** Canva, Adobe Express, Snappa for Graphic Communication and Marketing Assets.

## WORK EXPERIENCE

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### Customer Experience Associate

December 2023 – Present

*TD Bank*

*Hamilton*

- Executed 50+ daily financial transactions, including deposits, withdrawals, and bill payments, while ensuring full compliance with TD's Code of Conduct and industry regulations, maintaining error-free records.
- Diagnosed customer needs via financial history and recommended credit lines, accounts, and digital tools; on-boarded 30+ clients, boosting satisfaction by 95% and reducing time to first transaction by 20%.
- Exceeded monthly sales goals by selling credit cards, online services, and \$50K+ in referrals; implemented process improvements boosting efficiency by 30%, freeing 5 weekly hours for complex customer engagements.

### Consultant

September 2021 – May 2023

*Ernst & Young (EY)*

*India*

- Examined user behavior across five distinct sectors, personally conducting 40+ user interviews; liaised with customers & management, delivering detailed 10-page reports with data-backed recommendations for each client.
- Conducted a collaborative design thinking workshop with 30–50 participants across departments, identifying 20 key pain points & delivering actionable CX insights with customer-focused guidance, quality improvements.
- Created 10+ pitch decks focused on customer experience solutions for banks, financial institutions, and consumer goods; contributed to 5 new customer acquisitions and earned recognition as a top sales enablement resource.

### Account Manager

August 2018 – June 2021

*BI Worldwide*

*India*

- Managed global Rewards & Recognition programs across 25+ countries for clients like Genpact and Birlasoft. Streamlined onboarding with a knowledge base, cutting post-training support requests drastically.
- Led co-creation of a SaaS-based Rewards & Recognition platform for global firms with 50,000+ employees. Supervised UAT sessions and implemented client-driven customizations to ensure platform quality and satisfaction.
- Prepared RFP proposals, promotional designs, generating cross selling ,upselling opportunities that increased revenue by 15%. Conducted regular client reviews to assess platform performance & identify future opportunities.

### Analyst Privacy Compliance

January 2016 – December 2017

*Wunderman*

*India*

- Directed campaigns worth USD 30,000–100,000 under Microsoft's Sales & Marketing Privacy Program, driving improvements in user satisfaction through targeted feedback sessions, maximize user engagement via promotions.
- Maintained SLA above 98% by carefully reviewing emails, event invites, and newsletter requests from MASH, SDS, and GetOnline tools; analyzed data and created detailed reports using Tableau and Excel functions.

### Sales Coordinator

September 2013 – June 2014

*Payal Group*

*India*

- Endorsed Vice President in sales enablement for clients across Southern, Western India, supporting cross-selling, upselling efforts by gathering, matching quotes with current pricing, contributing to a 12% increase in sales.
- Prepared accurate daily, weekly, and monthly sales reports to improve management visibility, and expertly managed cash flow by ensuring timely client payment follow-ups, reducing overdue payments by 18%.

## EDUCATION

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### International Business Management

September 2023 – April 2024

*Niagara College, Ontario*

### MBA (Marketing)

June 2013 – June 2015

*Symbiosis School of Distance Learning, India*

### Bachelor of Journalism & Mass Communication

August 2010 – July 2013

*GGSIIP University, India*

## AWARDS & ACHIEVEMENTS

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- **BI Worldwide:** The Trailblazer Award, The Game Changer Award, Rising Star Award.