

PROFILE SUMMARY

- Strategic Partner Manager and Customer Success professional with **5+ years of experience** in SaaS, B2B account management, and enterprise client engagement.
- Proven ability to manage partner relationships, support partner-led opportunities, and drive customer adoption through strong cross-functional collaboration.
- Experienced in **partner onboarding, enablement, GTM initiatives, and customer lifecycle management**, enabling partners and clients to implement scalable solutions and improve business outcomes.
- Recognized for strengthening partner engagement, improving customer satisfaction (CSAT/NPS/Churn Rate and ARR), and ensuring seamless execution across sales, product, and technical teams.

CORE COMPETENCIES

◆ Partner Relationship Management	◆ Strategic Partnerships & Alliances	◆ Go-To-Market (GTM) Collaboration
◆ Client Onboarding & Enablement	◆ Process Improvement & Automation	◆ Stakeholder & Escalation Management
◆ Customer Success Management	◆ B2B & B2C Sales	◆ CRM Optimization & Automation
◆ Partner Enablement & Training	◆ Revenue Generation & Growth	◆ NPS / CSAT / Churn Reduction
◆ Cross-Functional Coordination	◆ Upselling & Cross-Selling	◆ Sales Enablement & Solution Positioning
◆ SaaS Account Management	◆ Sales Pipeline Management	◆ Presentation & Communication

Tools & Platforms: HubSpot CRM | Login by Zoho CRM | Salesforce | MS-Excel & MS PowerPoint | Slack | Freshdesk

WORK EXPERIENCE

July 2025 – Present | **Conversive (formerly SMS Magic Pvt. Ltd.)** | Partner Manager

- Managed **24+ SI/ISV partners** across US and EMEA, supporting onboarding, enablement, and co-selling initiatives that contributed to multiple partner-led opportunities including deals such as Brightwheel (\$70K), Flexibility Capital, Clara Capital, ITBRM Consulting, Brand Notes, and Bolt Health.
- Acted as the **central coordination point** across Sales, Customer Success, Finance, Product, Legal, Marketing, and Telecom teams, resolving 24+ partner escalations related to billing, provisioning, and IDOL compliance, ensuring smooth deal execution and customer onboarding.
- Delivered **partner enablement sessions** including product demos, sales training, and discovery workshops for 34 SI/ISV partners, enabling partners to position conversational messaging solutions within CRM ecosystems such as Salesforce and Creatio.
- Initiated and supported **co-marketing initiatives** including case studies, marketplace listings, and whitepapers with ecosystem partners such as Carahsoft, Dialpad, Creatio, Navigate CRM, and ITBRM Consulting, improving partner visibility and joint GTM alignment.
- Improved **partner request turnaround time** by **20–30%** through structured communication practices including meeting summaries (MoMs), action trackers, and proactive follow-ups across cross-functional teams.
- Strengthened **partner engagement and account continuity** by reviving dormant partner relationships, coordinating internal stakeholders, and ensuring timely follow-ups on SOWs, billing, renewals, and commissions.

Aug 2021 – July 2025 | **TravelPlus Fabhoteis Private Limited**

Customer Success Manager

- Led a team of 10, achieving a **25% improvement in call resolution time** and a **20% increase in customer satisfaction**.
- Automated client follow-ups via HubSpot CRM, improving lead conversion and response time by 15%.
- Conducted regular quarterly business reviews (QBRs) to identify performance gaps and develop strategies to meet KPIs, resulting in a **30%**

- Exceeded **100%** of sales targets, negotiating contracts and securing high-value deals.
- Successfully negotiated contracts, managed proposal generation, and presented customized solutions to high-level corporate clients, securing deals worth significant revenue.
- Achieved a monthly ARRO of **₹50 Lakhs**, strengthening long-term client partnerships.

Apr 2020 – June 2020 | GetMyUni | Content and SEO Marketing Intern

- Enhanced SERP rankings and optimized SEO strategies for better visibility.
- Conducted keyword analysis, identifying **30 high-impact keywords**.
- Increased daily visits by **62%** through outbound calling and targeted content.

EDUCATION

- **MBA in Marketing** – Symbiosis Institute of Business Management (SIBM), Hyderabad (2021)
- **B. Pharm** – The Maharaja Sayajirao University of Baroda (MSU), Gujarat (2019)

CERTIFICATIONS

- Coursera – Marketing Analytics (2020)
- HubSpot Academy – Inbound Marketing (2019)

ACHIEVEMENTS & ACTIVITIES

- Core Team Member, Marketing Club – Symbiosis Hyderabad (2019)
- Deputy Head, Discipline & Anti-Ragging Committee – SIBM Hyderabad (2019)
- Organizing Team, Footprints National Technical Event – MSU Baroda (2019)
- Volunteer, Prema (Asia's Largest Differently Abled Fest) – MSU Baroda (2015)