

Swetha Veluri

veluriswetha@gmail.com

<https://www.linkedin.com/swetha-veluri>

Bangalore | 560048

8689928069

PROFILE SUMMARY

Assistant Managing Editor with 7 years of experience overall, 3 years in project management (consulting) and a knack for learning. Developed and executed project plan from initiation to end that reduced customer attrition by 10%. Currently enrolled in executive education program in Advanced Project Management at IIM Rohtak and familiar with MS Project and Agile Methodologies.

SKILLS

Project Management Skills

Methodologies

- Agile
- Critical Path Method

Tools

- Gantt Chart

Software

- Microsoft Project

Technical Skills

- Microsoft Office Suite

- Google Analytics

- Google (Sheets, Docs)

EMPLOYMENT & EXPERIENCE

Wolters Kluwer (Medknow and Lippincott Williams & Wilkins)

Assistant Managing Editor

July 2019 – Present

- Conducted a gap analysis for 500+ external stakeholders and created a plan to close the gap, after understanding their expectations and their current state that helped them achieve their objective within six months.
- Produced over 200 reports to track project performance and highlight areas for improvement to external stakeholders after developing a project performance indicator using Google Analytics data.
- Identified and mitigated potential barriers by driving regular meetings with internal and external stakeholders.
- Analyzed stakeholder complaints to identify and resolve issues by investigating the concern and used the findings to improve processes.
- Established and maintained ties with over 100 external stakeholders to gather exit feedback, identify and address problems, and ensure stakeholder business with the organization.
- Collaborated with cross-functional teams at all levels, from Analyst to Director, and additionally provided guidance on numerous challenges to international teams in the APAC and NA regions.
- Restructured internal team communication flow across 3 business functions to improve customer satisfaction which cut down customer attrition by 10%.

Thadomal Shahani Centre for Management

Instructional Writer

February 2019 – July 2019

- Planned and developed SEO rich content based on client requirements which resulted in increased traffic on the website.
- Created and edited content for blogs, websites and marketing materials with maximum accuracy and minimum delivery time.

Praxis Interactive Services LTD

Instructional Designer

December 2015 – February 2019

- Led a team of 10 writers, reviewed and edited their work for accuracy.
- Assisted a group of three seasoned peers and subject matter experts in developing scientifically accurate content in the field of Biology.

KEY ACHIEVEMENTS

- Streamlined the process of onboarding external stakeholders by developing SOPs, which reduced the overall onboarding time by 50%.
- Supported over 20% of external stakeholders towards successful completion of the project in under 2 years.
- Corresponded with external agencies and implemented strategies to increase the project success rate by 50%.
- Completed projects generated leads that resulted in the onboarding of 10% new stakeholders.

EXECUTIVE EDUCATION

IIM Rohtak

Executive Advanced Project Management Program (5-months)

June 2022 – Present

- A five-month intensive business program for professionals to learn skills and strategies for adjusting to more agile environments.

EDUCATION

D. Y. Patil University

M. Tech (Integrated) in Biotechnology

June 2010 – July 2015

Internship Program – IPCA Laboratories Limited

January 2015 – June 2015

- Isolated and purified active metabolites produced by fungus that were found in soil samples, and then tested them for antimicrobial properties.
- Collaborated closely with senior management and a group of three skilled peers to gain a thorough understanding of the pharmaceutical sector.