

# Srinidhi K R

Bengaluru, Karnataka, India | [srinidhi19korati@gmail.com](mailto:srinidhi19korati@gmail.com) | LinkedIn

## SKILLS & INTERESTS

---

**Skills:** Project & Program Management: Agile, Stakeholder Engagement, Risk Management, Process Optimization; Business & Product Strategy: Market Research, Customer Success, Revenue Growth; Tools & Analytics: Jira, Trello, Notion, HubSpot, SQL, Python, Tableau, R, CORE Reporting; Communication & Leadership: Cross-Functional Collaboration, Team Mentorship, Event Hosting

## WORK EXPERIENCE

---

### Cadalu

**Bengaluru, India**

*Digital Growth Partner*

*Jun 2025 - Present*

- Spearheaded Instagram content system development for personal branding creators, producing over 520 posts annually across diverse formats such as reels, carousels, memes, and lead magnets; enhanced audience engagement rates by 35% within six months.
- Conducted comprehensive audits and crafted customized CRO and branding strategies for high-profile real estate coaches and investors, resulting in a 40% increase in client conversion rates and securing partnerships with industry leaders like Noelle Randall.
- Developed automated outreach workflows across LinkedIn, Instagram, and email platforms that qualified over 1,200 leads monthly; successfully booked a 25% higher number of discovery calls while reducing manual follow-up time by 60%.

### Freelancer | BuildingWealthFromRentals

**Remote & On-Site (Atlanta, GA)**

*Project Manager*

*Jun 2024 - May 2025*

- Co-led a real estate mentorship program, training 100+ investors and generating \$2.2M revenue in 2 years.
- Organized a hybrid summit with 10,000+ online and 50+ in-person attendees, coordinating logistics, speakers, and streaming.
- Managed operations of a 95-unit storage facility, scaling revenue by 123% to \$6,205/month and achieving 40% YoY growth.
- Oversaw investor onboarding, CRM workflows, and guest expert scheduling to optimize program delivery.

### Oligonucleic Therapeutics (OTS), OTSINDIA ARM 2025

**Bengaluru, India**

*Event Marketing Coordinator*

*Dec 2024 - Feb 2025*

- Spearheaded a LinkedIn campaign achieving 50,000+ impressions and 350+ registrations in 2 months.
- Managed a corporate social media booth, boosting B2B lead generation by 60%.
- Designed content strategies that significantly increased brand visibility and event engagement.

### Fortrea

**Bengaluru, India**

*Data Analyst I*

*Jun 2023 - May 2024*

- Led cross-functional integration projects as SME, aligning IT, operations, and client teams; improved automation by 15%.
- Built real-time monitoring dashboards and automated quality checks, reducing manual analysis time by 20%.
- Partnered with global teams (U.S., EU, APAC) to ensure compliance and improve client satisfaction by 10%.
- Standardized reporting frameworks across studies, improving scalability and reducing redundancies.
- Mentored junior analysts on SQL, R, and CORE reporting, reducing onboarding time by 25%.
- Acted as liaison between technical and business stakeholders, ensuring requirements were translated into actionable solutions.

**Labcorp Drug Development****Bengaluru, India***Data Analyst I**Sep 2021 - May 2023*

- Designed and automated Business Objects reports to improve accuracy and decision-making across clinical operations.
- Partnered with clinical and operations teams to streamline workflows, reducing reporting turnaround times by 30%.
- Coordinated cross-functional data validation efforts, ensuring 100% compliance with client and regulatory requirements.
- Developed reporting templates and documentation, standardizing deliverables across multiple studies.
- Actively supported project managers and senior analysts by providing real-time data insights for strategic planning.

**Covance****Bengaluru, India***Xcellerate Customer Success Intern**Mar 2021 - Sep 2021*

- Built a searchable code library, reducing coding errors by 20% and enabling faster debugging.
- Improved developer efficiency by 40% through creation of reusable scripts and optimized workflows.
- Assisted in requirements gathering and user acceptance testing (UAT), ensuring customer expectations were met.
- Coordinated with developers, product leads, and customer success teams to improve onboarding and product adoption.
- Enhanced internal knowledge-sharing processes, reducing recurring queries and increasing team productivity.

**EDUCATION****Indian Institute of Science (IISc), Bengaluru****Bengaluru, India***PG Level – Advanced Program in Computational Data Science**Graduation Date: Oct 2023*