

Abirami Souvaminadane

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Engineering-trained Program Manager with a strong foundation in data analytics and business strategy. Experienced in leading cross-functional teams, building AI-driven solutions, and executing marketing campaigns. Known for uniting technical insight and business acumen to solve complex problems and exceed client expectations.

EDUCATION

MS in Engineering Management

University of Massachusetts Amherst

CGPA: 3.9/4.0

Dec 2024

BTech in Computer Science and Engineering | Specialization in Network and Cyber Security

PES University, Bangalore, India

CGPA: 3.3/4.0

May 2022

KEY SKILLS

- **Project & Business Management:** Project Lifecycle (WBS, Gantt, CPM), Agile/Scrum, Risk & Cost Analysis, Stakeholder Communication, Competitive Analysis, Business Development, IP (Patent & Trademark)
- **Data Analytics & Technical:** Advanced Excel, SQL, Tableau, Python, KPI Dashboards, Predictive Modeling (Logistic Regression, Decision Tree, KNN), EDA, Supply Chain Process Optimization, AI/ML Applications
- **Leadership & Communication:** Cross-Functional Team Leadership, Executive Presentations, Storyboarding, UX/UI Collaboration, Technical Writing (Best Paper Recognition), Public Speaking

PROFESSIONAL EXPERIENCE

Program & Business Development Manager | InESS Solutions

Feb 2025 - Present

- Conducted competitive analysis (SWOT, perceptual mapping, financial benchmarking) and delivered company positioning insights that improved organizational alignment and boosted team productivity by 10%.
- Partnered with cross-functional leaders to redesign org structure, pay grades, and workflows, eliminating 20% inefficiencies and improving operational transparency.
- Led end-to-end delivery of a custom AI solution (PoC, scheduling, cost control, risk mitigation), completing ahead of schedule and achieving 20% cost savings.
- Coordinated with legal counsel and cross-functional teams to secure IP rights, driving the patenting of 3 innovations and a logo trademark to strengthen competitive advantage and add long-term value.

Business Analyst | InESS Solutions

May 2022 - May 2023

- Secured 2 new clients by designing compelling proposals and executive-level pitch meetings with major tech firms, leveraging dynamic storyboards and data-driven presentations.
- Built KPI dashboards in Excel and Tableau that uncovered conversion marketing trends, driving a 30% lift in conversion rates and \$1M in projected revenue growth.
- Streamlined supply chain tools through workflow analysis and UX redesign, cutting process steps by 12% and reducing support queries by 20%.

Marketing Intern | InESS Solutions

Jan 2022 - Jul 2022

- Produced 15+ marketing assets (promotional materials, client-focused social posts, email templates) after analyzing target audiences, supporting campaigns that improved customer engagement.
- Led website redesign in collaboration with a 2-person engineering team, applying UX design principles and modern content strategy to enhance user experience and drive a 300% increase in brand recognition.

ACADEMIC PROJECTS

Mushroom Classification Models

Jan 2024 - May 2024

Performed data cleaning, preprocessing, and EDA, then benchmarked predictive models (logistic regression, decision tree, KNN) to identify the best balance of accuracy, time, and interpretability.

Drone Visual System Project Management Simulation

Aug 2024 - Dec 2024

Planned the full software lifecycle, integrating multi-sensor data with WBS, scheduling, cost, and risk models to deliver a reusable project management framework adopted by future teams.

Mood-Based Music Recommendation System

Jan 2021 - Aug 2022

Built and integrated a real-time database and scalable front-end architecture to enhance performance and user experience. Won Best Paper at the 4th International Conference on Recent Trends in Multi-Disciplinary Research.