

KRAPA Sai Sri Vamsi

AI Project Manager · Digital & CRM · CDP (Tealium & Salesforce)

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PROFILE

Project Manager and Digital Marketing professional with 6+ years of experience spanning technical implementation and cross-functional program delivery. Graduated from SKEMA Business School (MSc Project Management for Business Development, 2025) with a proven track record across CDP/CRM implementations (Tealium AudienceStream & iQ), omnichannel transformation, and AI-driven automation. Adept at bridging technical and business teams, translating data insights into actionable strategies, and delivering measurable outcomes across EU and global markets.

CORE COMPETENCIES

Omnichannel Transformation · CDP (Tealium AudienceStream / iQ) · CRM & Marketing Automation · AI Integration & Automation · End-to-End Project Delivery (Agile & Waterfall) · Stakeholder Management · KPI Monitoring & Performance Reporting · Audience Strategy & Channel Mix Optimisation · Risk & Dependency Management · Functional Requirements & Tracking Specs · NPS Analysis · Data Visualisation (Excel, PowerPoint) · Cross-functional Team Leadership

EDUCATION

SKEMA Business School

Sep 2024 – Dec 2025 · Paris, France

MSc Project Management for Business Development — Graduated Dec 2025

Portfolio Management · Leadership · Risk Management · AI in Project Management · Sustainability | Thesis: "Optimising Digital Marketing KPIs for Improved Project Life Cycle Performance"

Sathyabama Institute of Science and Technology

2016 – 2020 · Chennai, India

Bachelor of Engineering, Computer Science & Engineering (Data Analytics)

Published research paper: "WhatsApp Encryption – A Research" (Vol 8, Issue 2S3, 2019) · Class Representative, 2 years

PROFESSIONAL EXPERIENCE

Prinet AB | Remote-Project Manager Intern

Sep 2025 – Dec 2025 · Sweden

- Spearheaded end-to-end delivery of an **AI-powered Instagram chatbot** by integrating Google AI Studio with the Meta Business API; architected a scalable multi-key API framework and engineered custom generative response logic, enabling automated, context-aware customer engagement and significantly reducing manual response overhead.
- Designed and deployed an **internal document transfer and workflow automation system**, standardising cross-departmental file exchange processes, enforcing version control, and reducing manual handoff effort — improving operational efficiency across the organisation.

Indegene | Project Manager – Omnichannel & CDP Consultant

Nov 2022 – Jul 2024 · India

- Led multi-country omnichannel programmes end-to-end with a **360° customer journey view** — owning project planning, milestone tracking, risk escalation, and release governance across EU markets in an agile delivery model; consistently delivered on time across complex, multi-stakeholder environments.
- Acted as **CDP product lead for Tealium AudienceStream and iQ** implementations; configured audience segments, custom attributes, data connectors, and tag governance rules aligned to campaign objectives — driving a +10% lift in effective retargeting engagement and improving campaign precision across digital channels.
- Partnered with CRM, Retail, and Data Analytics stakeholders to translate **NPS insights and market trends** into next-best-action recommendations and audience strategy refinements; co-designed personalisation initiatives that contributed to a 25% increase in customer engagement across key markets.

- Conducted **ad-hoc opportunity sizing studies and competitive benchmarking** in collaboration with Data teams; synthesised findings into executive-ready reports with concrete recommendations on channel mix, audience segmentation, and performance levers for central and regional leadership.
- Authored and maintained **executive status reports, risk matrices, and dependency logs**; led sprint reviews and steering committee updates, ensuring full transparency on programme health, mitigation plans, and strategic alignment across cross-functional and regional stakeholder groups.

Cognizant | Omnichannel Developer – Digital Marketing Operations

Jan 2020 – Nov 2022 · India

Started as intern (8th semester, 2019) before transitioning to full-time; promoted within 12 months.

- Built and maintained **data-driven marketing automation pipelines** using Tealium AudienceStream/iQ and CRM platforms; implemented event capture strategies (pixels, APIs, GTM tags) to ensure accurate, real-time data collection powering KPI dashboards and performance monitoring across product categories and regions.
- Defined **functional tracking specifications** for web and email channels in collaboration with IT, development, and QA teams; delivered compliant, seamless customer journeys and reduced implementation defects through rigorous UAT and regression testing cycles.
- Introduced structured **risk/issue logs, change notes, and escalation protocols** that measurably improved defect resolution time and release quality — laying the groundwork for a shift from reactive firefighting to proactive QA governance.
- Produced **recurring Excel and PowerPoint performance packs** for senior stakeholders, supporting quarterly business reviews with actionable insights on funnel performance, market trends, and channel optimisation opportunities.

TOOLS & SKILLS

Tealium AudienceStream & iQ (Advanced) · Adobe Campaign · Salesforce CRM · Google Tag Manager · Google AI Studio · Meta Business API · SQL / MySQL · Microsoft Excel (Advanced: pivot tables, KPI models, lookups) · PowerPoint (Executive decks) · Jira · Confluence · NPS Analysis · Data Visualisation

CERTIFICATIONS

Professional Scrum Master (PSM) · AgilePM Foundation & Practitioner · Green Project Management · Tealium AudienceStream (Basic & Advanced) / Tealium iQ · GPT Prompt Engineering

LANGUAGES

English (Fluent) · French (Professional) · Hindi · Tamil · Telugu (Native)