

ANITA SRIVASTAVA

DIGITAL PRODUCT AND PROJECT MANAGER

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<https://bit.ly/2UcvBPm>
(updating*)

ABOUT ME

Project Manager with 5+ years of hands-on experience in leading innovative projects in the SaaS industry, specializing in overseeing outsourced projects. Recognized as an analytical problem solver with the ability to anticipate, prevent and resolve issues and streamline operations to improve inefficiencies. I love working with a team to make workdays rewarding, exciting, and synergetic.

Key Accounts: AWA, Six Degrees Medical, Nifty Islands, Sunwing, Coinsquare, Invivo. Bank of Montreal, CI Investments, Galderma, Publicis, SDI Marketing, Ripple.

EXPERIENCE

Business Development and Talent Acquisition Specialist

May 2021 - Present

Aquent Inc. | <https://aquent.com/>

My experience in driving business growth and building high-performing teams has honed my ability to excel in project planning, execution, and stakeholder management. possess a keen understanding of market dynamics, client needs, and strategic planning, enabling me to develop comprehensive project strategies that align with organizational goals and drive project success.

Digital Projects Lead and Account Manager

Sept 2019 - Present

Silver Creek Media Inc. | <https://silvercreekmedia.com/>

I manage all aspects of the project from client onboarding, conception, design and marketing, through support, project breakdown, and timelines ensuring consistent service throughout all phases. I am skilled in risk management and data-driven project optimization, resulting in successful ERP implementations and critical infrastructure upgrades. My role involved managing complex outsourcing arrangements with external vendors, carefully selecting partners based on their expertise and track record.

Successful Projects 2022-23 include:

- Development of Continuing Education Portal for financial advisors at BMO GAM and CI Investments
- Development of encrypted Podcasting platform
- Scotiabank National Conference 2022
- Medical Affairs 2022 Fall Summit
- Ripple x Swell: North America

EDUCATION

Seneca College (Co-op)

Honours Bachelor of
Commerce - Marketing

2016 - 2020

Taras Shevchenko National University of Kyiv

International Relations and Affairs

2016 - 2019

Centennial College

Masters in Interactive Media
Management and UX

2022 - 2023

EXPERTISE

Project Planning and Execution

Knowledge of SDLC and ERP processes

Risk Assessment and Mitigation

Quality Assurance and Process Improvement

SKILLS

Collaborative

Proactive

Analytical

Curious

CERTIFICATIONS

Behavioural Economics in Action

University of Toronto | 2020

Applied Scrum for Agile Project Management

University of Maryland (online) | 2020

Analysis of Social Media Big Data

University of Maryland (online) | 2020

VOLUNTEERING

Collision Tech Conference

Greenpeace Canada

Toronto International Film Festival

OTHER

Languages: Ukrainian, English, Hindi, Russian

Interests: Holistic Nutrition, Travel,
IoT, Music and Movement, Hiit Workouts