Aditi Salunke

Project Coordinator & Digital Marketer

aditisalunke.work@gmail.com linkedin.com/in/salunkeaditi Dublin, Ireland

PROFILE

I bring order to ideas and creativity to structure. MBA in Project Management, Certified ScrumMaster®, and a background in digital marketing and SEO.

EXPERIENCE

Customer Assistant and Tech Support Advisor (part-time), Tesco Ireland and Tesco Mobile Apr 2025 – Present
Dublin, Ireland

- Supported Tesco Mobile sales and lead targets by identifying customer needs, answering account and billing queries, and completing qualified leads with compliant documentation
- Earned Customer Champion recognition for resolving queries and handling tills and cash accurately in peak periods

Client Servicing Manager, Reach And Teach Learning Solutions Dec 2022 – Jun 2024
Mumbai, India

- Reached 92% client satisfaction as the single contact for clients, resolving escalations within 24 hours
- Cut completion time by 22% for three key clients in six months by planning projects and aligning content, design and technical teams
- Grew engagement by 25% and organic traffic by 13% by running SEO (keyword research, on-page optimisation) and social media campaigns
- Lowered delivery friction by 27% by tracking risks in Jira, Trello and Asana and sending weekly dashboards to senior PMs
- Improved data accuracy by 36% and saved 10+ hours a week by automating reporting and workflows in Excel

Assistant Project Coordinator, thebigword Dec 2021 – Nov 2022
Pune, India

- Kept 90% of milestones on schedule on HSBC, RBS and Kingston Technology localisation projects by tracking tasks and preventing scope creep
- Raised client satisfaction by 19% and insight quality by 32% by turning stakeholder feedback into reporting dashboards
- Cut data errors by 23% by refining CRM and ERP usage and process steps
- Reduced coordination delays by 13% by running Citrix workflows and coordinating QA, linguistics and technical teams

Advertising Sales Executive, Yashodhan7 News Media Nov 2021 – Jan 2022
Pune, India

- Onboarded new advertisers and expanded the client portfolio
- Ran market and competitor research to improve campaign ROI

EDUCATION

MBA, Project Management, Dublin Business School Sep 2024 – Oct 2025
BA, Mass Communication & Journalism, MIT ADT University 2018 – 2021

CERTIFICATIONS

Certified ScrumMaster® (CSM®), Scrum Alliance, Feb 2025
McKinsey.org Forward Program, McKinsey & Company, Dec 2025
AI in Project Management, LinkedIn, Jan 2026
Project Management Job Simulation, CBRE × Forage, Sep 2026
Certified Project Management Associate
Slack Project Management
Career Planning: A Pathway to Employment

SKILLS

Project delivery: Agile & Scrum, Sprint planning, Risk analysis, Stakeholder management, Process optimisation, Reporting & KPIs

Digital marketing: SEO & keyword research, On-page optimisation, Content strategy, Social media strategy, Campaign analytics

Tools: Jira, Trello, Asana, MS Project, Excel, Google Analytics, HubSpot, SEMrush, Meta Business Suite, Hootsuite