

PRIYAA SV

HR and Accounts Manager

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CAREER SUMMARY

Strategic HR and Recruitment Leader with total 9+ years of cross-functional experience across India, Singapore, and the UAE. This includes 4+ years driving multi-regional talent acquisition and HR operations, Accounting, Treasury management, Marketing, and Administration. Proven ability to streamline processes, reduce attrition, and enhance organizational culture & efficiency. Well-versed in AI tools for automation, analytics, and documentation, and proficient in ERP systems for HR automation and employee lifecycle management. Proven success in leading remote teams. Passionate about building inclusive, high-performing teams and aligning talent strategies with business goals in fast-paced, multicultural environments.

EXPERTISE

Talent acquisition strategy Workforce planning ATS optimization | **Strategy decision making** | **Compensation structuring** Payroll budgeting including knowledge in UAE labor laws | **SOP standardization** | **Employee engagement analytics** Performance dashboards | **Financial forecasting** Budget variance analysis Liquidity & cash flow planning | **Regulatory compliance** Tax filings (GST, ITR, IRAS, VAT basics, corporate tax basics) Audit coordination | Treasury Operation | **Vendor & facility management** Licensing & documentation control | **Social media campaign planning** ROI tracking Meta & Google Analytics | **Content strategy support** | **Project management** SOP standardization Cross-border team coordination **Business setup advisory** Free Zone licensing Legal structuring | **Executive reporting** | **Dashboard development** Excel & Power BI KPI visualization | **Credit risk assessment** | **Loan underwriting**

TECHNICAL SKILLS

- ATS- Oorwin
- Job portals - Naukri, Indeed, LinkedIn, Gulftalent etc
- Abi-whiz HRMS ERP Software
- Labour Laws- MOHRE, MOLE, MOM
- Team collaboration Tools- Microsoft Office Suite(Excel, Word, PowerPoint, Teams, Outlook, Sharepoint),Google (Google sheet,Google meet), Zoom meeting
- Project Management Tools - Jira
- Accounting Software- QuickBooks, Zoho books, Tally basics
- SEO/SEM, Marketing Tools - Google Analytics, Meta Insights
- Data Analysis and Visualisation Tools - Excel, Power BI basics, Tableau basics, SQL Basics
- Sales- CRM, LMS
- AI Tools - ChatGPT, Copilot, Oorwin ATS etc
- Designing Tools- Canva, Video editor-VSDC
- Risk assessment- Credit Bureau-CIBIL/HIGHMARK, KYC, Dedupe checks, Financial Analysis, RERA

PROFESSIONAL EXPERIENCE

HR AND ACCOUNTS MANAGER | ABI-Tech Systems Pvt Ltd | India, Singapore, Dubai | Remote **Sep2021 – Present**

• Reporting to Director of the company directly and part of the management decision making process. Assisting in executive tasks of the director.

• **HR related-** HR generalist-Led full-cycle recruitment across IN and SG, managing hiring campaigns and reducing time-to-hire by 35%. Handled both technical and non-technical recruitment.

• Designed and implemented KPI-based performance appraisal systems, increasing engagement scores by 80%.

• Other major activities include onboarding (preparing offer letter, contracts, designing the compensation package), payroll management, HR policy implementation, SOP, Learning and Development (L&D), grievance handling, Employee engagement & motivation, succession planning, Exit process for the employees, HR documentation and other HR operations.

• Led remote HR teams and streamlined operations using HRMS and AI tools, improving documentation accuracy by 50%.

• **Accounts and Treasury management Related-** Oversaw budgeting, Accounts Payable AP/Accounts Receivable AR, and financial reporting cycles, and optimizing cash flow forecasting accuracy by 35%.

- Ensured timely tax filings (GST, ITR, ROC, IRAS, VAT) through compliance tracking and ERP integration.
- Strengthened treasury operations by streamlining bank relationships and implementing risk mitigation strategies, resulting in a 20% improvement in liquidity planning.
- **Administration Related-** Coordinated vendor management, cutting operational overheads by 15% through renegotiated contracts and process optimization.
- Led end-to-end business setup processes within UAE Free Zones, including license acquisition, legal structuring, trade name, registration, office leasing, and regulatory compliance across jurisdictions, visa processing -MOFA
- **Marketing Related-** Supported marketing campaigns that increased digital engagement by 3x and lead conversion by 22%, leveraging tools like Google Analytics and Meta Insights.
- **Reports & Analytics-** Delivered cross-functional impact through data-driven dashboards and reports (Excel, Power BI), enabling faster decision-making and strategic alignment.
- Ananta Resource Management – India- Part-Time Recruiter (Agency) |
- Supported end-to-end recruitment for clients in service sectors, sourcing candidates via job boards, LinkedIn, and referrals using ATS
- Conducted initial screening, scheduled interviews, and managed candidate communications to ensure a smooth hiring experience.

CREDIT MANAGER | Jana Small Finance Bank | Tamilnadu, IN | Onsite

Jun 2015 – Aug 2020

- Reports to Zonal Credit Manager and Regional Credit Manager.
- Handled end-to-end credit assessment, approvals, and portfolio risk management across six branches with 15 team members while ensuring regulatory compliance for Unsecured/ Secured mortgage SME Loans.
- Spearheaded credit risk management for unsecured SME loans across 6 branches, maintaining less than 2% NPA.
- Assessed 50+ loan applications monthly using financial analysis, CIBIL/HIGHMARK, KYC, CPV, and Dedupe checks, RERA regulations
- Enhanced approval turnaround time by 30% through streamlined underwriting and cross-functional coordination.
- Approved loans up to 10L within authority; recommended 25L+ cases with 95% approval success rate.
- Conducted portfolio reviews and early warning analysis, reducing delinquency by 18% over 12 months.
- Generated SOAs and led collection follow-ups, improving recovery efficiency by 25%.
- Delivered accurate MIS reports to Zonal Head; ensured 100% audit and regulatory compliance across branches.

EDUCATION

MASTER'S DEGREE | Master Of Business Administration MBA | Marketing and Finance | Anna University 2013 – 2015

BACHELOR'S DEGREE | Bachelor Of Engineering BE | Electronics and Communication Engineering | Anna University 2008 – 2012

OTHER DETAILS

- Languages: English, Tamil, Telugu, Hindi(basics) & Malayalam (basics).
- Certifications: Currently pursuing HR Analytics at Learnbay(Microsoft Certified)
- Internships: Data science and Business Analytics_ Power BI and Tableau (Dec 2020)
- Exposure to multiple industries including IT, Banking / Finance , Construction, F&B, Hospitality, Retail and wholesale trading and Education services