



Hey, I'm Senka Palazova

Project Manager with a strong background in banking, software development, and customer success. I bring a wealth of expertise in leading international teams, managing complex projects, and delivering customer solutions. Skilled in defining project scope, aligning team efforts with business objectives, and optimizing processes to drive efficiency. My passion for continuous learning fuels my motivation to tackle new challenges and explore innovative approaches that enhance project outcomes.

Education:

(2011)
Faculty of Economics – Ss. Cyril
and Methodius University
Bachelor of Economics

Certificates:

- Business Intelligence
(Data Masters, 2020)
- Scrum Fundamentals
(Scrumstudy, 2022)
- Professional Scrum Master I
(Scrum.org, 2023)
- PMP Exam Prep
(Seavus Academy, 2024)

Languages:

- English C1
- Spanish B1
- Serbian C1

Location:

Skopje, Macedonia

Skills:

SDLS

Scrum Methodology

Waterfall Methodology

Customer Relationship Management

Negotiation

Communication & Coordination

Team Leadership

Analytical Thinking

Problem Solving

Budgeting & Planning

Business Analysis & Intelligence

Microsoft Office

Jira

Confluence

SQL

Power BI

E-views

Experience:

- (May 2023 - Present)
Project Manager · [Qinshift](#) (former [Seavus](#))

Leading cross-functional teams to deliver projects on time and within budget
Planning, executing, and monitoring project progress while ensuring alignment with business objectives
Stakeholder management, risk assessment, and resource allocation
Facilitate communication with a focus on driving continuous improvement and ensuring project success
- (Aug 2022 - May 2023)
Customer Success Manager · [TSC.ai](#) · [Singapore](#) (remote)

Primary point of contact, building strong client relationships
Managing platform delivery processes smoothly
Onboarding new customers and providing post-go-live support
Driving product adoption by collaborating closely with the product team
Representing customer voice for feedback to improve product and processes
Identifying upsell and cross-sell opportunities within existing accounts
Managing revenue targets (renewals, upsells, cross-sells)
- (Feb 2021 - Feb 2022)
Business Client Advisor for SMEs · [Procredit Banka](#)

Managing new and existing client relationships effectively
Identifying client needs and offering tailored financial advice
Preparing detailed financial analyses and business reports for decision-making
Staying informed about market trends to offer relevant advice
Ensuring excellent customer care and support
- (Dec 2018 - Jan 2021)
Manager · [Miniso Solo DOO](#)

Developing and directing organizational strategy
Conducting performance reviews and market research
Drafting organizational policies
Representing the company to finance institutions and state agencies
Overseeing financial accounts, preparing budgets, and reporting revenue/expenditure
Creating comprehensive business plans
- (Mar 2017 - Nov 2018)
Branch Manager · [Uni Bank](#)

Promoting banking services and managing client issues/complaints
Acquiring new clients and expanding client portfolios
Leading client meetings and fostering long-term relationships
Managing team performance to deliver high-quality service
Following up on targets until completion
- (Apr 2012 - Feb 2017)
Personal Banker for VIP Clients · [Societe Generale](#) - [Ohridska Banka](#)

Managing a portfolio of private clients
Advising on account and financial management
Proactively reaching out to potential customers for service presentations
Collaborating on creative solutions to meet individual and team targets
Managing banking product applications efficiently and accurately