



**Vandana Pandey | MBA (IB -Marketing)**  
**Symbiosis Institute of International Business**  
**Immediate Joiner**

Work Experience		36 Months
Cognizant Technology Solutions-Programmer Analyst	<ul style="list-style-type: none"><li>Involved in Requirement analysis, Planning, Testing timeline estimation, Test scenario &amp; Test case designing, Test execution and Defect tracking using HP ALM for product validation.</li><li>Good exposure to waterfall Methodology and Agile methodology.</li><li>Participated in Business Requirement Document review.</li><li>Collaborated with onsite counter parts for requirement gap follow-ups and test coverage walkthrough</li><li>Understanding of user stories and its creation.</li><li>Involved in documentation for testing purposes eg: Requirement Tractability Matrix, Clarification document etc.</li><li>Performed Functional testing.</li><li>Worked closely with developers in order to fix and few of those were deferred for next release as new enhancements.</li><li>Good knowledge of STLC (Software Testing Life Cycle) and SDLC (Software Development Life Cycle)</li><li>Coached new trainees on the cross functional process and also monitored their performance.</li></ul>	June 2015 - April 2017
Kitabee Education Services-Business Development Manager	<ul style="list-style-type: none"><li>Performed process restructuring to enable lead conversion.</li><li>Planning and overseeing new marketing initiatives</li><li>Introduced new pricing strategies for the services.</li><li>Analyzed Google analytics data and devised strategies and performed gap analysis.</li><li>Prepared and presented reports to the senior directors and Preparation of service portfolio.</li><li>Worked as a front line collaborator between company and potential client</li></ul>	December 2017- February 2019

MBA Internships		approx. 3 Months
TATA Steel - Strategy & Marketing intern	<ul style="list-style-type: none"><li>Performed end to end analysis of sales process.</li><li>Performed Secondary research to understand trends in the market.</li><li>Identified challenges and scope of improvement.</li><li>Recommended solutions for existing business problems.</li><li>Assisted the solution planning team.</li></ul>	1 May 2020-26 June 2020
GetDigitalOffice - Social Media Marketing live project Intern	<ul style="list-style-type: none"><li>Scoping out services according to the client requirements.</li><li>Performed SEO and content marketing</li><li>Planning of Social media Calendar for GetDigitalOffice</li><li>Increased followers from 38 to 1200 in a period of 2 months.</li><li>Handled and guided a team of content creators.</li><li>Involved in lead generation.</li></ul>	26 May 2020- 26 July 2020

Research Project	To find motivations of solo female travellers and finding its business implication : Conducted Primary research by floating survey & analyzing the data in SPSS.
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Certifications		Year
Fundamentals of Digital Marketing	Completed the certification of Fundamentals of Digital Marketing by Google	2020
Inbound sales	Completed the certification of Inbound sales by HubSpot Academy	2020
Basic Python	Completed the certification of Python Bootcamp by Udemy	2020

Education Background		Percentage	Year
M.B.A.International Business	Symbiosis Institute of International Business	71.5	2021
B.Tech (EEE)	College of Engineering Roorkee, Uttarakhand	60.87	2014
Class XII	Army School Pune, Maharashtra	71.60	2009
Class X	Army School Mhow, Madhya Pradesh	73.80	2007

Personal Information	
Skills	Microsoft PowerPoint, Microsoft Excel, Tableau & SQL
Tools	HP ALM and SPSS
Languages	English & Hindi
Contact	+91-8859637376
Email ID	<a href="mailto:vp15051992@gmail.com">vp15051992@gmail.com</a>