**ABHISHAKTH KUMAR K S**

H. No: 19-1122, Church Road, Miryalaguda, Telangana, 508207

Contact: +91-9642 747 117, E-Mail: [abhi.kunni@gmail.com](mailto:abhi.kunni@gmail.com)

**Objective**

To work under such an environment where my skills are fully developed and utilized, also wish to take up any challenges that come under the way of my responsibility. Subsequently learning new things and contributing to the growth of the organization and myself.

**Summary**

* 4.3 years of proven experience in software development lifecycle as a Business Technical Analyst
  + Develop business architecture using requirements such as scope, processes, alternatives and risks
  + Analyze client’s business requirements and processes through document analysis interviews, workshops and workflow analysis
  + Conduct 4+ levels of testing including functional, regression, user acceptance, integration and performance to verify the client’s needs are met
  + Communicate client’s business requirements by constructing easy-to-understand data and process models
  + Engage client to gather software requirements/business rules, and ensure alignment with development teams
  + Translate stakeholder requirements into over 10 different tangible deliverables such as functional specifications, user cases, user stories, workflow/process diagrams, data flow/data model diagrams
  + Identify and reconcile errors in client data to ensure accurate business requirements
  + Draft and maintain business requirements and align them with functional and technical requirements
* 2+ years of proven experience in Digital Marketing as a PPC-Analyst (Google AdWords)
  + Performed online advertising to improve online visibility, to receive more traffic and to increase sales
  + Creating and managing PPC paid search campaigns, keyword analysis
  + Tracking, analyzing and optimizing website traffic for campaigns
  + Manage large keywords
  + Analyze detailed data including CPC, CPM, CTR and conversions to reach desired CPA levels increase ROI and increase lead generation
  + Presented periodical campaign reports to customers
  + Operated several social media programs for multiple client’s
  + Dealt with clients to present web marketing strategies

**Consulting Skills**

* Ability to grasp issues quickly and make educated, critical judgment
* Good client presence
* Worked well with teams or in a team environment
* Ability to take a project through from conception to completion
* Ability to work in team, emphasizing team and personal goals
* Ability to interact with clients

**Professional Experience:**

|  |  |  |
| --- | --- | --- |
| **Organization** | **Tenure** | **Designation** |
| Center for Good Governance | Sep 2016 – Till Date | Business Technical Analyst |
| Sweet Digital | June 2014 – Sep 2016 | PPC – Analyst |

**Academic Qualifications**

* Master of Technology in the stream of Computer Science & Engg

Swami Ramananda Thirtha Institute of Science and Technology, Nalgonda, Telangana.

* Bachelor of Technology in the stream of Computer Science & Engg

Swami Ramananda Thirtha Institute of Science and Technology, Nalgonda, Telangana.

* Board of Intermediate Education in the stream of M.P.C

Sahithi Junior College, Miryalaguda, Nalgonda (Dist), Telangana.

* Board of Secondary Educations

Pragathi High School, Miryalaguda, Nalgonda (Dist), Telangana.

**Solutions Implemented**

**Client**: Greater Hyderabad Municipal Corporation, Government of Telangana (GHMC)

**Projects:**

1. Task Electronic Assessment and Monitoring (TEAM)
2. MyGHMC Mobile App (Android and IOS)
3. Layout Regularization Scheme (LRS)
4. Building Regularization Scheme (BRS)
5. Sports (Pay and Play)
6. Issue Tracker
7. Fire NOC
8. Vehicle Management System (VMS)
9. Trade License (TL)
10. Integrated Grievances System (IGS)

**Team Size**: 20

**Client**: Commissioner & Director of Municipal Administration, Government of Telangana (CDMA)

**Projects:**

1. Property Tax (PT)
2. Trade License (TL)
3. Integrated Grievances System (IGS)
4. Water Tax System (WTS)

**Team Size**: 10

**Client**: Telangana State Civil Supplies Corporation

**Projects:**

1. Online Procurement Management System (OPMS)
2. Integrated Officers App (Android App)

**Team Size**: 6

**Client**: Municipal Administration and Urban Development (MAUD)

**Projects:**

1. Layout Regularization Scheme - 2020 (LRS)

**Team Size**: 15

**Achievements:**

* Received prestigious **Digital India 2018 Platinum Award** for our **Greater Hyderabad Municipal Corporation** project under **Outstanding Digital Initiative by Local Body** category
* The Government of India presents this award for every two years
* Hon’ble Minister of Electronics & Information Technology, Shri. Ravi Shankar Prasad felicitated the winners

**Technical Skills:**

* Good verbal communication
* Stake holder management
* Documentation and writing skills
* Business level, Software level and Information level of understanding the scope
* Use cases for functional requirements
* Wire frames for visual requirements
* Tools: Balsamiq, Visio and Pencil
* Search Engine Marketing
* Applications: Ms-Office, Google Adwords Editor
* Pay Per Click – Google Adwords
* Operating System – Windows family

**Personal Details:**

Father’s Name **:** Mr. K. C. Sampath Kumar

Mother’s Name **:** Mrs.O. Vidya Rathna

Date of Birth **:** 29th Oct, 1989

Nationality **:** Indian

Gender **:** Male

Marital Status : Married

Hobbies **:** Playing Music, Listening to Music

Languages Known **:**  English, Hindi and Telugu

**Declaration:**

I consider myself familiar with above-mentioned Aspects. I am also confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge.

**Date: K. S. Abhishakth Kumar**

**Place:** Hyderabad (Signature)