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**PROFILE SUMMARY**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

An Aspiring Business Analyst (Oracle CPQ Cloud Service 2016 Implementation Certified) having over 5 years of experience across various industry verticals with key focus on Oracle CX (Customer EXperience) SAAS Products (**Oracle CPQ Cloud; Oracle Marketing Cloud Eloqua; Oracle Policy Automation and Oracle Engagement Cloud**).

MBA in Marketing and B Tech in Information Technology with experience in:

* Requirement Gathering and Analysis
* BRD & TDD Documentation
* UAT and Product Verification
* Client Interaction
* Training and Mentoring
* Pre Sales & Marketing
* Research and POC Building

**Key Result Areas and Responsibilities:**

* Enhance existing product features to meet the industry practices and client requirements
* Review business requirements and translate them into product features and functional stories
* Produce documentation for the client and the technical teams. This includes BRD, Technical Design Document, Business Flows, Acceptance Criteria and UAT scenarios
* Review technical solution design and QA validations
* Work with Project Manager to schedule the project activities and handle schedule changes
* Work with scrum teams to assign functional stories to sprint and release cycles
* Interaction with business/client and engineering teams throughout the project lifecycle
* Worked for CRM Go To Market Strategy- in making Solution Specific (Oracle Eloqua & Oracle CPQ/ Big Machines) Presentations and Mailers.

**Professional Experience**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Organization:** | **Oracle India PVT Limited** | Feb 2018- present |
| **Designation:** | CRM Solution Consultant | SE- HUB Presales |
| **Responsibilities:** | * Involved in pre-sales activities like RFP response preparation, fit Gap analysis, Solution designing, Demo configuration for Oracle CX Products (Oracle CPQ Cloud, Oracle Policy Automation and Oracle Engagement Cloud )
* Was Pre-sales lead for Multi- Million deals from diverse geographies
* Contributed to over a 100 opportunities across EMEA and APAC Regions.
* End to End delivery of the RFXs to the sales team after discussion on the solution fit for the potential customers
* Maintained the reusable library for faster response to RFXs
* Worked on complex POCs, Multi Pillar Deals covering CX suite and integration with other applications (ERP and HCM) to articulate the business fit for CX products.
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| **Achievements:** | * Contributed in closing 5 Multi Million deals in a span of 1 year
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| **Organization:** | **Wipro Technologies** | June 2015- Feb 2018 |
| **Designation:** | Business Analyst | Business Application Services- Oracle CX |
| **Responsibilities:** | * Techno-functional consultant for clients on technology and product functionality
* Business analysis for multiple product companies, prioritizing Product Backlogs, formulating User Stories and Acceptance Criteria in Agile environment supported by Competitive Market analysis and Go to Market Strategy.
* Conceptualizing & creating compelling business use cases, solution blue-prints & offering portfolios
* Creating functional specs of new business requirements and determining User Functionalities
* Conceptualizing and strategizing the Marketing and Sales Campaign.
* Assisting pre-sales team in preparation of response to RFPs, FSO’s with customized solution approach
* Initiated and led Thought Leadership initiatives
* Excellent communication skills, interpersonal skills, leadership qualities, and systematic approach to solution.
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| **Achievements:** | * Appreciated by Delivery Head for successful delivery of Project
* Appreciated by Head of CRM Practice for contribution to Presales work.
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| **Projects** | **Industry** | HealthCare |
| **Location** | India & US |
| * Translating the product requirements into product features and functional stories
* Prepared and shared the Business Requirement Document in Consultation with the Project Lead and the Principal Consultant
* Reviewed the errors that came due to Testing the application
* Prioritizing Product Backlogs, formulating User Stories and Acceptance Criteria in Agile environment
* Leading the offshore development team for successful product release
* Work with scrum teams to assign functional stories to sprint and release cycles
* Formulating UAT scenarios and involvement in Product functionality verification
* Interaction with business/client and engineering teams and supervise entire project lifecycle with involvement in every stage as required
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| **Industry** | Manufacturing and Hi Tech-Lexmark |
| **Location** | India & US |
| * Single Point of Contact for Lexmark US region, handling a team of 3
* Streamlined the Knowledge Transition Process
* Worked in the areas of defect mitigation and product feature enhancement
* Bug fixes by doing root cause analysis
* Regular ticket analysis of recurring issues
* SMTD Documentation creation and periodic updation
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| **Industry** | HealthCare- Philips |
| **Location** | Europe |
| * Designing of Marketing Campaigns for different geographic regions as per Business requirements
* Eloqua form localization for the languages of the required regions
* Lead/contact distribution based on the Product of Interest to enable the sales agent within the same category to successfully follow up
* Mapped the lead distribution flow for 2 concerned regions, for leads entering from Eloqua
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| **Industry** | Manufacturing and Hi Tech- Xerox |
| **Location** | UK and Europe |
| * Single Point of Contact for Xerox UK and Europe region, handling a team of 6
* Responsibilities include but not limited to Techno functional consulting, Product feature enhancements, Gap analysis and Client escalation management
* Permanent bug fixes by doing root cause analysis
* Regular ticket analysis of recurring issues
* Enhancements to enhance user experience
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**EMC Worldwide Ltd, Mumbai (Apr ‘14 - June ‘14)**

**Management Intern**

In-film Placements| Co-Branding | Production and Amplification of TVC | Branded Content

* Involved lead generation for entertainment media marketing solutions
* Development of marketing campaign proposals for opportunities in In-film placements and co-branding tie up with various brands.
* Understanding the Value proposition of Brands and pair them up with most apt movie/stars based on multiple factors.
* Demonstration of proposal to the Brand Managers for probable opportunities.
* Analyze the impact of Product placements on the wider audience and devise better campaigns based on the findings.

**Academic Qualifications**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Qualification** | **Degree** | **Year** | **Board/University** | **Percentage** |
| **Post-Graduation** | **MBA** | **2013 - 2015** | **Institute of Management, Nirma University** | **63.3** |
| **Graduation** | **B-Tech** | **2011** | **School of Engineering, CUSAT** | **62** |
| **XII** | **HSC** | **2007** | **CBSE** | **67** |
| **X** | **SSC** | **2005** | **IGCSE** | **80** |

**INTERESTS & ACHIEVEMENTS**

* Member of the Student Advisory Council (Elected Representative) and Saral-NGO in Institute of Management, Nirma University.
* Member of the Quiz Club- Xquizite in Institute of Management, Nirma University, conducted events and represented the club for competition in IIM Ahmedabad.
* Represented Class dance team in Fiesta Carnival and Rannbhumi in Institute of Management, Nirma University
* Participated in Vipanshika (Cultural Fest of School of Engineering) and Sargam (University Festival) in SOE, CUSAT.
* Active member of MMC – committee for organizing Corporate Events in SE HUB ORACLE.