Akanksha N. Saxena

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SUMMARY

Experienced and impactful Business Analyst / Marketing professional with more than 15 years of experience with a wide variety of platforms, across varied domains – BFSI, Mortgage, Healthcare, Telecom, etc. -- in the IT industry.

Areas of expertise include technical writing, web and print content development, marketing automation, web analytics, proofreading, editing, content management, PowerPoint presentations, marketing planning, event planning, employee engagement, communications, and branding.

Experience across multiple domains, such as Healthcare, BFSI, and Mortgage.

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SKILLS:

* Technical writing and editing
* Requirements Elicitation / Gathering
* Marketing & Communications
* [Microsoft Office](https://www.resume-now.com/builder/rbdesktop/edit-resume.aspx?doctypecode=RSME&docid=1d4cd8ae-52a9-4fa0-801a-e4e4f1fa56d9) Suite, JIRA, VSTS, SharePoint, MS Visio, SQL, Postman and Swagger
* Skilled multi-tasker
* Focused and driven, with an eye for detail
* Dedicated team player
* Positive attitude
* Quick learner

EXPERIENCE

**Caliber Home Loans** (Marlabs Inc.)

**Business Systems Analyst / Technical Writer –-** November 4, 2019 – Present.

**Domain: Mortgage**

**Responsibilities:**

* Write **technical documents** such as Business Requirements Document, Functional Requirements Document, etc.
* **Develop API documentation for .Net-based RESTful APIs.**
* Write user guides, job aids, installation manuals, etc., for applications and products.
* Serve as liaison between IT and line of business to **gather business requirements** and convert them into technical requirements -- create **Epics, Features and User Stor**ies
* Lead requirements elicitation sessions / Joint Application Development (JAD) sessions with line of business and other stakeholders, and **document As-Is and To-Be** requirements
* Work closely with Product Management to create and maintain Product Backlog
* Deliver artifacts such as Business Requirement Documents, Functional Requirement Documents, Use Cases, Process Flow Diagrams, etc.
* Conduct **Scrum ceremonies** -- Sprint Planning, Backlog Refinement, Daily Scrum, Sprint Review/Demo, Sprint Retrospective.
* Closely track project progress and manage nuances of scope creep effectively.
* Work closely with **UX / UI** team to define mock-ups/wireframes.

**DFWIndia.com - DesiWorld**

**Marketing Manager –-** May 2019 – Nov 2019

**Responsibilities**

* Writing and editing content for the website
* Content management for the website, using Drupal
* Test the website for errors and fixing them
* Create graphics for the website
* Create PowerPoint presentations
* Create newsletters, send email blasts, and email marketing.
* Reporting and analytics to measure success of automated email campaigns
* Web analytics to track and analyze website traffic
* SEO for the website
* Social media marketing

**Accenture**

**Team Lead - Content Development & Editorial** -- February 15, 2012 to June 2014

**Responsibilities**

* **Write / edit technical content** and marcom material, such as case studies, white papers, proposals, job aids, instructional guides, etc., in coordination with Subject Matter Experts (SMEs).
* Write / edit proposals (RFXs) to support sales enablement teams in bid management.
* Review documents to ensure completeness, compliance with the organizational standards, and consistency with the detailed design / layout.
* Create/ edit, and review PowerPoint presentations, newsletters, posters, etc.
* Execute mail campaigns for teams and senior leadership using Accenture’s Mailer Tool.
* Upload relevant videos (relating to technology, products, people, events, etc.) to Accenture Media Exchange and track their viewership.
* Help organize internal events (such as the Global Industry Week, Accenture Software Week, etc.) and webcasts.
* Plan and support Accenture’s participation in external industry-leading events.
* Harvest reusable content from documents and maintain content repositories at a centralized location (SharePoint).

**Business Analyst – June 2014 to March 28, 2018**

* Create Business Requirement Documents and Functional Requirement Documents along with user guides for multiple products.
* Work closely with Business teams to gather requirements and convert them into BRD, epics, user stories, features, etc.
* Manage product backlog and sprints using **Azure DevOps (VSTS)**
* Analyze and document detailed business requirements, including data and non-functional requirements.
* Document business processes, and updated training procedures.
* Understand business problems/needs from business executives, product managers, operations managers and business users.
* Obtain sign-off on the business requirements.
* Collaborate and partner with management, team leads and project managers to manage projects and assignments.
* Organize, write, and edit technical documentation.
* Work with project managers, establish and manage the software development lifecycle (SDLC) for IT.
* Create screen layout and mock-ups.
* Analyze and design technology solutions to business problems and communicated the solutions back to the business.
* Support the UAT activities.

**Tavant Technologies**

**Associate Manager – Marketing** -- June 14, 2010 to February 11, 2012.

**Responsibilities:**

* Write/ edit technical documentation and web content for the company’s website and intranet.
* Interact with project teams to write/ edit case studies and white papers.
* Create PowerPoint presentations for client demos, and senior executives.
* Content management for the company’s website using Drupal.
* Coordinate with the business, and sales & marketing teams to ensure implementation of the marketing plan.
* Formulate a communication plan based on the marketing plan and ensure that all requirements of the communication plan are well executed.
* Write press releases and publish them on internal as well as external forums.
* Drive internal as well as external communication and branding initiatives.
* Track and analyze website traffic using Google Analytics
* Drive social media marketing for the organization

**Sonata Software Ltd.**

**Sr. Executive - Marketing** -- March 12, 2008 to June 11, 2010

**Responsibilities:**

* Write/ proofread/ edit marketing collateral such as brochures, flyers, PowerPoint presentations, etc., and web content for the company’s website.
* Write press releases, and publish them on internal and external forums.
* Interact with project teams to write/edit case studies and white papers.
* Content management for the company’s website.
* Understand and articulate the corporate brand’s vision, mission & values.
* Work with the business and marketing teams to ensure the success of the marketing plan.
* Formulate a communication plan based on the marketing plan.
* Explore the opportunities for online marketing through social networking sites, blogs, etc.
* Negotiate with event organizers on sponsorship, speaking and exhibition opportunities for the company.
* Drive internal as well as external communication and branding initiatives.

**Tratum Technologies Pvt. Ltd.**

**Technical Writer** -- August 2007 to November 2007.

**Responsibilities:**

* Develop and review user guides and documentation for various kinds of software applications.
* Proofread and edit the content on the website.
* Coordinate with clients to develop business documents and presentations.

**Logix Microsystems Ltd.**

**Senior Content Writer & Editor** -- March 2007 to July 2007.

**Responsibilities:**

* Conduct research on Indian and US cars to write their reviews.
* Edit content on the web portal.
* Write animation content for cars and give captions to images of cars featured on the company’s website.
* Draw a comparative evaluation of different cars to help prospective buyers make informed decisions.
* Maintain the database of cars for the website.

**Sahara TV (a national television news channel)**

**Production Executive** -- September 2003 to November 2006.

**Responsibilities:**

* Judge the news-worthiness of news stories, write them and then, video-edit them for broadcast.
* Write, proofread and edit documents and operation manuals for the news channel.
* Write news headlines, which scroll during news bulletins.
* Make run-down for news bulletins.
* Making graphics, supers and astons to support the news stories.
* Operating the Main Control Room i.e. M.C.R., where the broadcast is uplinked and downlinked.
* Write and edit news stories for thecentral news desk.
* Reporting of events.

EDUCATION

* MBA (HR & IT) Guru Ghasidas University - 06/2007
* Post-Graduate Diploma - Journalism Bharatiya Vidya Bhawan, New Delhi, India - 04/2002
* Bachelor of Arts (Honors) - Journalism University of Delhi, India - 07/2001
* Grade 12 (AISSCE) Central Board of Secondary Education, India – 07/1998
* Grade 10 (AISSE)Central Board of Secondary Education, India - 07/1996

OTHER IMPORTANT INFORMATION

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