**Rajeevi Cherukuri**

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**PROFESSIONAL SUMMARY:**

* Experience in the role of Business System Analyst in Telecom, EMR and Finance domains.
* Extensive Experience in all phases of Software Development Life Cycle gathering requirements, analysis and implementation of projects. A motivated, sincere, committed, quick learner, detail-oriented team player with excellent communication, analytical, leadership, interpersonal, problem solving skills, Process improvement, Quality assurance, and Lean Six Sigma.
* In depth knowledge in Agile scrum methodology, Waterfall methodology, Use Cases, Software Development Life Cycle processes, Object Oriented Analysis and six sigma methodologies.
* Develop trading solutions to re-hypothecate the positions; perform high-level feasibility analysis, industry & Market Analysis, Risk Analysis, Cost-benefit Analysis, GAP Analysis, SWOT Analysis.
* Conducted Joint Application Development sessions for requirements gathering, analysis, and design.
* Adept at creating and transforming business requirements into functional requirements and designing business models using UML diagrams- Use Case Sequence and Activity Diagrams Data-Flow Diagrams, network diagram.
* Used JIRA for issue tracking, user story management and requirement traceability.
* Worked on requirements life cycle management.
* Experienced in developing data validation based upon business requirements.
* Extensively worked with Enterprise Content Management and Data models and Meta data definitions for content management.
* Experience with Structured Query Language (SQL).
* Excellent communication and presentation skills. Experience working with business user as well as senior management.
* Created and maintained scorecards, dashboards and performance metrics to measure, evaluate and communicate all my projects performance.
* Experience with Salesforce Marketing Cloud.

**EDUCATION:**

**Masters: Technology Management**

Texas A&M , Texas.

**Bachelor of Technology: Computer Science& Engineering**

JNTU Kakinada, India.

**TECHNICAL SKILLS:**

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| Project Management Process Tools: | MS Project, Jira, MS SharePoint |
| Document Processing: | MS PowerPoint, MS Word |
| Business Modeling Tools: | MS Visio, MS Project |
| SDLC Methodologies: | Agile Scrum, Waterfall. |
| Database & Tools: | Oracle 11i/9i/10g, Microsoft SQL Server |
| Cloud Technologies: | Salesforce sales& Services, Salesforce Marketing Cloud |

**PROFESSIONAL EXPERIENCE:**

**CLIENT: Synovus bank, Columbus, GA may ’19 – Apr ‘20**

**Role: Marketing Business Analyst**

Synovus Bank is a Financial Services Company provides Commercial and retail banking, Investment and mortgage services over five states.

* Worked for Synovus bank in building its own marketing base called Salesforce Marketing cloud.
* Worked with different Line Of Business and gathered the requirements in the process of designing the Email Studio of Salesforce Marketing Cloud.
* Interacted with e-CRM partner’s Subject Matter Experts (SME’s) in the process of developing and better understanding of the salesforce Marketing Cloud.
* Working for the TS2 card mart. It manages the credit card customers of customers. It’s the platform that helps for monitoring the credit card customers.
* Working on migration of existing email campaigns from IBM Watson to Salesforce Marketing Cloud.
* Designed data requirement document for the designing of data mart which supports the Marketing Cloud.
* Created the Business Requirement Document, and functional requirement documents.
* Worked with the data governance team for better understanding the data perspective of the email campaigns.
* Worked in AGILE & create storyboards, user-stories, wire frames while working in Sprints.
* Involved in Business planning, data analysis and process analysis along with the team.
* Performing the data validation on the data which supports the Salesforce Marketing Cloud.
* Worked on the existing email campaigns and their data attributes and analyzed them for the future campaign usage.
* Worked on Dorian Hurricane alert email campaign.
* Created the data flow between existing systems involved and proposed data flow including the new system.
* Designed data flow diagrams, architecture diagrams and Schema diagrams.
* Inventory current campaigns stored in “Poor Man’s Campaign Management System”.
* Develop and implement strategies with marketing team for the upcoming email campaigns.
* Created use case scenarios in the selection process of the customers for email campaigns and
* Analyzed the output for various email campaign metrics.
* Identified data aggregations and related data elements by Predictive Analytics team used to create predictive scores/indicators.
* Working with the marketing team in designing of the new email journeys for a set of customers defining Synovus’ Mass Affluent offering and value proposition to them.
* Worked on data field mapping, migrating scheduled and developed data dictionary.

**Environment:** MS Office Suite, Microsoft SQL Server, Share point, MS Visio, Windows, Salesforce, Jira.

**CLIENT: Wellpoint. Inc, Houston,TX Sep ’18 –May'19**

**Role: Business Analyst**

* Interact with business users for better understanding of individual subject areas and modified specifications to reflect accurate user needs
* Gathered user requirements by interviewing focus groups and brainstorming with SMEs, Business users and Product owners. Created targeted questionnaires for SMEs to refine requirements and translated into business rules
* Used AGILE methodology and worked in short SPRINTS to achieve goals.
* Participated in SCRUMS and discussed the open issues and statues.
* Participated in Agile Planning Sessions and assumed the Product Owner role for the agile initiative.
* Developed theEpicsand Themes for the Scrum Project
* Devised and prioritized the Product Backlog by conducting requirement churning sessions with various Business / Product Teams.
* Created and explained the User Stories to the Scrum Team and helped them design the Tasks.
* Designed acceptance criteria for validating the output of each Sprint.
* Reviewed Team Velocity on a frequent basis and advised Scrum Master at various stages.
* Participated in Sprint Planning and Sprint review meetings for Finalizing the Sprint Backlogs and Verifying the sprint outputs respectively
* Created Release Tracking Documentto track the necessary changes.
* Participated in Business Demonstrations and Decisions for the Release of the Sprint Output to Production.
* Worked Extensively with EHR Drug data and formats forms received from various Vendors Partners in validating the Data in Stage Environments, Test running the formats and conducting issue analysis.
* Work closely with team leads in process of standardizing job parameters, job flows, audit process and rollback strategies that hold major attention for the successful implementation of EDW Incremental
* Developed UI models for Reports with new system and documented report frequencies and Subscription requirements.
* Provided inputs for Database Testing and Report Testing to the QA Teams.
* Address production, UAT issues, proper action was taken accordingly based on priority and requirement

**Environment:** MS Office Suite, Oracle Database 11g, Share point, MS Visio, Windows, Agile, Jira

**CLIENT: AT&T, Dallas, TX Oct ’17 –Aug’18**

**Role: Business Analyst**

* Develop and implement strategies with marketing team.
* Contribute to collaborative efforts and organize promotional events.
* Analyze market trends and competitor's methods.
* Maintain and update records of marketing metrics and results of past campaigns.
* Improve reach to customers through campaigns.
* Collaborate to generate digital and print advertising material.
* Interacted with Subject Matter Experts (SME’s) and stakeholders to get a better understanding of client business processes and gather business requirements.
* Analyze market trends and competitor's methods.
* Maintain and update records of marketing metrics.
* Identified User Story points with the Developers and assigned user stories to Sprints in JIRA
* Created Business Requirement Document (BRD), Functional Requirement Document (FRD).
* Conducted business process modeling and analysis, identified, assessed, and articulated gaps/operational risk associated presented risk-mitigation and operational enhancement solutions to project management team.
* Worked on data migration activity, field mapping and migrating scheduled
* Designed and developed trading flow diagram, Activity diagrams, Sequence diagrams.

**Environment:** MS Office Suite, Share point, MS Visio, Windows, Business Objects, Documentum, Oracle, Jira.