



GITIKA KOLLI

BUSINESS SYSTEMS ANALYST, LEAD

CONTACT

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PROFILE

A Seasoned Business Systems Analyst with an overall 6+ years of experience in Email Marketing Industry. Have an extensive expertise in Business Analysis - scoping requirements, facilitating communication between global technical and non-technical project stakeholders, SDLC - Waterfall, Scrum and Agile Frameworks; Project Management; Solution Architecture; Business Automation and Continuous Improvement. Obtained experience in managing client relationships, providing superior customer service and resolving customer complaints. An active contributor in providing continuous improvement, Business Enhancements and Automation ideas. Led multiple projects (system and data applications) from idea conception to realization and completion by showcasing data-driven impacts in terms productivity and efficiency.

EXPERIENCE

BUSINESS SYSTEMS ANALYST, LEAD - EPSILON

[GROWTH – PA 2, BSA 2, BSA SR, BSA LEAD]

SEPTEMBER 2016-PRESENT

- On-board new clients on in-house Marketing Automation tool.
- Conduct regular meetings with all stakeholders to discuss business requirements and implementation.
- Analyze business processes, requirements and data from various sources and utilize this information to develop and document requirements for projects.
- Define project scope and timelines.
- Work collaboratively with Business Process Owners, Development, Solution Architecture and Data Migration teams, and Operations management to analyze and document business requirements, document and communicate functional specifications, and deliver screen prototypes, report prototypes and working business functionality.
- Oversee/lead cross-functional builds assisting Client, Client Services, and Technology leads.
- Primary escalation contact for Client issues/questions related to advanced programs, intakes, and integrations.
- New Hire and Vendor training to include: Client process, product enhancements, ticketing system, support escalation procedures, etc.
- Maintain Client process and program documentation.
- Drive the design and review of test cases, process change requests, and manage a project's scope, acceptance, installation and deployment.
- Network with senior internal and external personnel and others on immediate project team.

I worked on multiple projects for different clients. Few projects include enabling third party integrations within the tool, provide custom data extracts and data-in and data-out from third-party vendors.

DIGITAL MARKETING SPECIALIST - ZETA INTERACTIVE PVT.LTD

[GROWTH – ASSOCIATE, EXECUTIVE, SPECIALIST]

MAY 2014-SEPTEMBER 2016

- Worked with scoping documents received from Account Management Team with information like Customer Instance details (Mailing volumes, Business Units and Domains, Database Profiles, API/Web services to spearhead the initiation of onboarding until completion.
- Worked with different cross functional teams to get new clients on-boarded.
- Performed FFT (Full Functional Testing) on the instances created.
- Performed UAT (User Acceptance Testing) on Instances, created BRDs (Business Requirement Documents) in case of customizations and communicated LOEs to different cross functional teams.
- Provided solutions to client specific business cases (Delivery, Deliverability, and Automation) and handled different campaigns/programs from requirement gathering to reporting.
- Trained and mentored new hire members.
- Performed day-to-day email marketing activities including, email campaign set up, scheduling, testing, tagging, and deployment of one-time/ recurring/ triggered/automated and dynamic content driven campaigns.
- Ensured quality execution of regular CRM communications, newsletters, and campaigns while driving new customer activation, retention, and renewal programs.

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CERTIFICATIONS

Robotic Process Automation BA
Paxata Data Certified Analyst

TOOLS EXPERTISE

General Tools: Publisher, VSTS Azure, JIRA, Trello, Invision (Wireframes, Prototype, Mockups), MS Office Suite, RPA (Automation Anywhere Tools)

Database Design Experience (SQL Oracle)

Email Marketing Tools: ZetaMail, ZetaHub, (Legacy Hub, 3G) - Products of Clicksquared, DREAM, Agility Harmony (People Cloud Messaging)

Other Tools: Agility Loyalty (Beginner), Agility FRMS, Data Hub/Data Lakes, Visual Editor

ACTIVITIES AND INTERESTS

• Art and Crafts • Cooking and Baking • Travel • Swimming

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, MARKETING AND FINANCE

GITAM UNIVERSITY, VIZAG, AP

APRIL 2014

BACHELOR OF TECHNOLOGY, ELECTRONICS AND COMMUNICATION ENGINEERING

ST. PETER'S ENGINEERING COLLEGE, HYDERABAD, TELANGANA

MAY 2012

CORE COMPETENCIES

• Email Marketing Specialist • Business Analysis • Software Development Life Cycle (SDLC) - Waterfall and Agile • Project Management • Product Management • Change Management • Process Management • Requirements Gathering/Elicitation, Documentation and Definition • Client Management and Customer Satisfaction • Process Improvement • Standards & Best Practices • Multi-Task / Prioritize Effectively • Quality Assurance • Complex Problem Solver • Focus on Operational Excellence • Continuous Improvement Practices • Custom/Intake - Onboarding Process • Campaign Management • Business and Process Automation

Documentation - Project Scoping/Agreements, Business Requirement Documentation, User Stories, Product Backlog and Grooming, Functional Specification Documentation, Technical Specification Documentation, Feasibility and Traceability Plans, Microsoft Project Plans, Release Plans, User Guides.

Programming & Development - REST APIs, APIs, Postman, SoapUI (JSON XML), VBA Macros, Paxata, Sitecore, XML, SQL, HTML

Networking Knowledge - TCP/IP/DNS Setups/Whitelisting