

NAGESH N

Business Analyst | Product Management | Digital Marketing

CONTACT

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Hyderabad, India
[LinkedIn](#)

EDUCATION

2008 to 2012

B.tech - Information Technology
JNTU university

2006 to 2008

Intermediate - APRJC Sarvail

2006

APRS - Hyderabad

SKILLS

Analytic thinking skill
Product management
Project Management
Problem solving
Agile business analyst
Client Service techniques
Strategic Thinking

WORK EXPERIENCE

June 2016 - Till

ENLUME TECHNOLOGIES

Business Analyst | Product Management | Marketing Lead

- Understanding of the Agile development process
- Expertise in conceptual modeling, ability to see the big picture and emission possible solutions
- Ability to facilitate a team to consensus on scope, design decisions and implement decisions
- Creating the requirements in the form of user stories with appropriate acceptance
- Ability to document requirements formally or informally depends on the need of the project
- Grooming the product backlog based on the prioritization provided by the product owner
- Participating in functional testing and user acceptance testing of new system
- Acting as a team lead on assigned projects and assignments and providing work direction to the developers and project stakeholders
- Finding root causes for problems and proposing solutions that many include new systems procedure
- Conducting meetings and presentations to share ideas and findings
- Managing projects, developing project plans and monitoring performance

Business Strategy
Agile Methodology
Digital Marketing
Ad campaign strategy
Strategic Business Analysis
PPC program management
Knowledge of business architecture
Web Analytics

CERTIFICATIONS

Certified Internet Marketing
Practitioner

Project Management Certification
(Internal)

AWS Business Professional

Adwords certification

Aug 2015 – May 2016

ANANTHA CYBERTECH

Digital Marketing Specialist | Lead

- Experience working within ecommerce and Provide analysis, sales and other performance
- Metrics for all 3 businesses on B2C and B2B sites such as ecommerce, creative, and marketing.
- Assists in developing and implementing marketing strategies to attract customers to company
- website, online presence and promote online products and services. Analyzes online statistics
- Providing advanced statistical methods to support the marketing analytics team in the design, analysis, implementation and evaluation of multi-touch attribution, media mix models, multivariate testing, and dynamic web optimization
- Drive and support any digital creative and process development (landing pages, micro site, etc.) necessary in support of customer campaigns; providing best practices and subject matter expertise.

Feb 2014 – April 2015

DIGITAL GROWIA

Digital Marketing Executive

- Worked with Online Merchandising, Operations, and Creative teams to ensure SEM/SEO
- Initiatives are aligned with current product, promotions, and overall business strategy
- Assists in developing and implementing marketing strategies to attract customers to the company website, online presence and promote online products and services.
- Analyzes online statistics and identifies areas to optimize online marketing performance