

Senior Business Analyst

AN OVERVIEW

- A "Performance Driven Professional" bringing in rare level business acumen and record of achievements developed in over 12+ years.
- Sufficient experience in managing entire business management process with an aim to accomplish corporate plans & goals successfully.
- Used instincts, insight, judgment, and timing to succeed on tough deal:
 - Key Account Management focusing on maximizing customer satisfaction, process compliance, etc.
 - Process improvement initiatives to achieve maximum efficiency in various business operations & projects.
- Abilities in coordinating with internal/external stake holders for running successful projects and experience of implementing procedures and service standards for business excellence.
- Adroit in ensuring delivery of high quality services to support customer's business needs & achieving continued high customer satisfaction from all cross functional teams and users for services.
- Prudent, disciplined & self-motivated with excellent interpersonal, communication & organizational skills with proven abilities in driving the projects, team management and customer relationship management.

EMPLOYMENT DETAILS

KANTAR OPERATIONS:

Media Intelligence Executive, Market Research & Business Analysis
Oct'07-Jan'10

Roles & Responsibilities:

- Use internal and external data sources to undertake analysis, identifying key programs(broadcasting) of media and making recommendations as appropriate to business stakeholders.
- Supporting the research management in running desk research projects to understand audience viewing behaviours by following commands and syntax developed by the software teams internally that helps in tracking the day-day airing.
- Liaise with global research team and represent the NA perspectives to ensure that insights support the business at both global and regional level.
- Collaborating with cross functional teams and other stakeholders for collection of requirements and assessments.
- Interpreting and proposing solutions within the digital space.

GLOBALLOGIC:

Business Analyst, Content Engineering
Aug'10-Mar'12

Roles & Responsibilities:

- Supporting the delivery of a variety of digital projects and platforms.
- Modelling business process, facilitating workshops and gathering requirements as needed.
- Worked closely with Engineering and Digital teams to fulfil UI/UX requirements and ensure technical writing and designs are in compliance with company standards and describe techniques for writing good user stories.
- Challenge business users and formulate alternative solutions.
- Serve as liaison between business and development teams to translate business and design requirements into functional requirements.
- Support Salesforce projects from start to finish as part of a dynamic team, covering various streams of business analysis, operations, market research, documentation, data management, project management, stakeholder management, marketing, account management and other initiatives as needed.
- Conduct project audits, proofreading & documentation reviews for ensuring strict adherence to the policies and the guidelines.
- Interact with clients and partners directly through face-face, calls, emails, and chat to ensure they are happy with the products & services provided in a timely manner without compromising on quality.

GENPACT:

Digital Marketing Analyst, Google Products
Mar'12-May'15

Roles & Responsibilities:

- Market Research - Investigating industry news through a series of internal & external sources to stay ahead of the competition.
- Lead Sourcing - Finding suitable leads and evaluating them in line with divisional criteria, creating a sustainable pipeline for the Key Accounts team.
- Organizational Process - Using company data to form an analytical approach to the processes and goals.
- Customer Management - Setting up new partnership agreements, rebate, management and payment.
- Marketing Analysis - Creating market analysis for Senior Management team(presales, inside sales, services availed, range extension, KPI reports).
- Tenders - Processing of tenders, article decoding, creating and unifying tender documentation, request for information, references.
- Assist in prioritizing the team's work through stakeholder engagement and strategic assessments.
- Support the continuation of Cigniti's integration of Salesforce's technology and processes.
- Ensure correct usage of Salesforce, and other key tools used by the Customer Success team.

CIGNITI:

Team Lead – Marketing & Key Account Management, Independent Software Testing Services
May'15-June'16

Roles & Responsibilities:

- Point of contact for mix of digital marketing, including web, email, social, content and performance marketing.
- Offer necessary insight to drive the mapping, building and delivering of transformative digital strategies on Salesforce.
- Understand how to balance day-to-day digital production and support needs with projects that drive innovation, experimentation and new approaches.
- Lead a mixed team of business experts, including content strategists and email marketers.
- Stay up to date with the latest digital technologies and trends, and always looking out for ways to optimize, improve, and enhance what we do.
- Partner closely with marketing managers, event planners, social media managers, copywriters, designers, developers, and marketing managers to deliver outstanding digital experiences.
- Investigate, troubleshoot, and resolve technical issues quickly, or provide alternative solutions when necessary.
- Production of clear and concise project deliverables and documentation.
- Leading requirement gathering workshops.
- Working with delivery of solutions with technical teams to ensure adherence to requirements.
- Act as the bridge between the Business, IT and other Businesses.

SPELLBOUND:

Senior Business Analyst - Presales & Bid Management, Open Source Technologies
Jun'16-Present

Roles & Responsibilities:

- Responsible for documenting operational processes including interviewing SMEs, conducting workshops and gaining approvals for the new enduring processes.
- Responsible for ensuring that Business Requirements are fully developed and documented e.g. functional, non-functional and reporting requirements.
- Ensure that the business requirements are analyzed fully, with appropriate engagement from the business teams including the review of current processes and data sources.
- Influence projects by analysing the needs and expectations of system users and industry approaches.
- Act as the central control point for business analysis activities including working with partners and technical teams, as appropriate.
- Provide assistance and support for the definition of the operational processes and procedures.
- Assist the business to produce workarounds where requirements cannot be met fully.
- Manage stakeholders and document requirement gathering as needed.
- Facilitating technical team stand-up calls to ensure timely and quality sprint delivery.
- Identify, manage, and resolve conflict while building successful business relationships across a range of stakeholder groups.
- Provide project management support including risk and issue management, scheduling, tracking and more.
- Handle client requests and assist in the development of quotations/proposals ensuring company standards are enforced uniformly.
- Keep activities on track through early identification of issues, determining potential resolutions, assigning the appropriate resources, communicating status, and tracking and resolving them in a timely manner.

ACHIEVEMENTS

- Received appreciation for on boarding new clients and contributing towards implementing various strategies in retaining those clients for long term, value \$2.6M and ensure good success rate in implementing the projects at all times.
- Drove the efforts to maintain annual employee attrition at sub 10% for project management teams with proactive employee engagement and implementing best practices.
- Distinction of developing various ideas to enhance projects accuracy for all teams significantly from lower to higher defects.
- Recipient of customer appreciation for single handedly managing key account management activities and managing bid closures worth \$5.9M.
- Bagged recognitions consistently for rendering: Consistency in performance & effectively handling crucial responsibilities.
- Applauded with certificate of appreciation for participation and teamwork in following and implementing best practices.

PROFESSIONAL ENHANCEMENT

- Undergone the following trainings:
 - Strategic Influencing
 - Business Operations Boot Camp
 - Finance Skills Program
 - Cultural Navigator
 - Foundations of Leadership
 - Habits of Highly Effective People
 - Building Essential Leadership Skills
 - Stress Management and Motivational skills
 - Working in Teams
 - Hiring the Right People
 - Effective Writing and Verbal Skills

ACADEMIC DETAILS

- **MBA** from JNTU-H University (Full time)
- **BFA** from Osmania University (Full time)

PERSONAL DETAILS

Date of Birth: 17th July, 1983
Permanent Address: H no. 8-144/1, Plot no. 5, Shivanarayanapuram Colony, Badangpet, Hyderabad - 500058
Languages known: English, Hindi & Telugu