**RESUME**

**RASHMI THAKUR**

**Contact No:** M: +91- 9908790904

**E-mail ID:** [rashmist13@gmail.com](mailto:rashmist13@gmail.com)

**Career Objective:** Withoverall 8yrs of experience and 3yrs as an accomplished Business Analyst, aspiring to be a Senior IT Business Analyst and looking for an opportunity to be a dynamic part of an organization by adding value in the growth of organization.

**Educational Qualification:**

* MBA (Marketing & HR) from CIMS, ICFAI University in year 2010
* B-tech (EEE) from SWEC, JNTU, Hyderabad in year 2008
* Intermediate from Gowtham Junior College, Hyderabad in year 2004
* SSC from SMGHS, Hyderabad in year 2002

**Skill Set:**

* MS Office: MS Word, MS PowerPoint, MS Excel, MS Visio
* Prototyping Tools: Balsamiq 2.0. , Axure RP Pro 7.0
* Modeling Language: UML 2.0.
* Database: SQL

**Certifications:**

* IT Business Analyst Training from IIBA, EEP(Endorsed Education Provider)

**Work experience 1: Techmagix IT Solutions, Hyderabad**

Working as Business Analyst

*Job Profile:*

* Availed good knowledge in Agile Methodology and Techniques – creating, maintaining User stories, Sprint sheets, Burn-down charts, Business Requirement Document, Use case documents, RTM, UML
* Created Epics and User stories in JIRA with story point and prioritization as discussed in the Backlog refinement meeting
* Facilitated the Interview, Brainstorming, Survey for requirement gathering to understand the “As-Is” process and get clarity on the “To- Be” product
* Facilitated Daily scrum meetings and Sprint planning meetings and Review & Retrospective meetings, Elicitation techniques, UAT
* Exposure to SDLC models like Waterfall and Agile scrum
* Hands on with JIRA, Balsamiq, Lucid Chart, SQL, Axure, Tableau
* Power point Presentations and Demo
* Handled the Change request from the client
* Involved in UAT, preparation of User manuals and User training
* Modelling with Use case Diagrams and Activity diagrams

**Work experience 2: Zeta (Directi), Hyderabad**

Worked as Associate Director

*Job Profile:*

* Thorough mapping of potential clients and effectively prioritizing them and then charting the strategy/approach
* Building strong interpersonal relationships with key client decision-makers (CXO’s)
* Making effective presentations based on the identified business and functional needs of the prospects with Product Demo, Presentation and handling negotiations effectively
* Conduct account specific research on key accounts
* Manage complex situations in acquiring new clients and up-sell / cross-sell to existing ones
* Liaison between Technical team and Clients for POC’s, requirement clarification and other technical queries
* Training Business Users, helping On-Boarding team with User Sign-ups and queries

**Work experience 3: Whishworks IT Consulting, Hyderabad**

Worked as Account Development Representative

*Job Profile:*

* Lead generation, cold calling, sending proposals, social media and email marketing
* Coordinating with the client and the technical team for POC’s and technical queries
* Provide technical information about the software and comparative analysis to clients
* To map potential sectors, identify decision makers within targeted region, process and be able to tailor products pitch according to their specifications
* Interact regularly with the client to ensure a committed and partnership-based relationship
* Responsible for bringing new clients on board and building a strong pipeline in APAC region

**Work experience 4: Phonologies India Private Limited, Hyderabad**

Worked as Business Consultant

*Job Profile:*

* Email Marketing to OEM the products in the US market
* Lead generation, sending proposals and meeting the clients for the hosting service
* Creating the webpage based on the customers’ requirements for the hosting service
* Liaison between the client and technical team for technical queries
* campaigns
* Lead generation for SmartM care platform through the social media and email marketing

**Work experience 5: Sint Mobile, Hyderabad**

Worked as a Marketing Executive and Support HR

*Job Profile:*

* Lead generation for Hyderabad market by either cold calls or direct walk-in
* Handling MIS includes data cleaning up, data filtering for the campaigns, generating delivery reports and running the Campaigns, Preparing Power point presentation
* Making cold calls & fixing appointments with new clients across India
* Manage Social media profiles of the company

**Work experience 6: Aster Teleservices Private Limited, Hyderabad**

Worked as marketing team member in International Business & Operations division

*Job profile:*

* Lead generations in Telecom segment- Africa & Asia region
* Business opportunities finding through Indian Embassies- Africa
* Market data study / analysis, marketing data tracking & follow-up
* Co-ordination of project execution, Shipment/Execution tracking

**PERSONAL DETAILS:**

Father’s Name: Ashok Kumar

Date of Birth**:** 13-06-1986

Nationality: Indian

Languages Known: English, Hindi and Telugu

Address: H.NO: 12-2-563/65, Flat No 202, Gudimalkapur,

Mehdipatnam, Hyderabad – 500034

With all this information I put forward my credentials for your perusal.

Thanking you,

**RASHMI THAKUR**