

# Mokshi Reshi

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## Summary

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A dedicated analyst with demonstrated experience of working in a management consultancy. Skilled in data/business analysis and Microsoft Excel. Seasoned collaborator experienced in meeting needs, improving processes, and exceeding requirements in team environments. Diligent worker with strong communication and task prioritization skills

## Experience

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### Cognizant | Gurugram, Haryana

#### Senior Process Associate | 12/2023 - Present

- Managed and optimized Google AdWords campaigns, providing insightful recommendations to Account Managers and Clients, enhancing account performance and ROI.
- Offered strategic advice on creating, updating, and monitoring ad copy, keywords, bids, and other elements crucial for a company's online marketing strategy.
- Analyzed performance data, identifying trends and patterns to refine and improve campaign effectiveness, ensuring maximum impact and efficiency.
- Executed advertising campaigns across diverse channels including search engines, social media platforms, and mobile devices, maximizing outreach and engagement.
- Leveraged customer data analysis to pinpoint potential leads interested in the company's products or services, facilitating targeted marketing efforts.
- Proficiently managed and optimized Google AdWords campaigns, ensuring alignment with organizational goals and objectives.
- Demonstrated expertise in MS Excel, Google Sheets, Docs, and Slides, employing these tools effectively for data analysis, reporting, and presentations.
- Leveraged strong communication, facilitation, and interpersonal skills to collaborate effectively with teams, clients, and stakeholders, fostering productive relationships and successful campaign outcomes.
- Applied data analysis skills to identify actionable insights, leading to more effective and targeted marketing efforts.

### ZS Associates | Gurugram, Haryana

#### Business Technology Solution Associate | 11/2021 - 08/2023

- Analyzed key aspects of business to evaluate factors driving results and summarized into presentations. Applied honed problem-solving skills to analyze and resolve issues impacting business operations and goal achievement.
- Collaborated with stakeholders to design project objectives and criteria.
- Created documents for pharma clients e.g., Business requirement document, Design, Calculation workbook, Testing document and trackers.
- Developed customized reports, summarizing, and presenting data in visually appealing format.
- Helped deploy system enhancements to improve old operations. Developed diagrams to describe and layout logical operational steps and collected, analyzed business requirements.
- Played a key role in onboarding a new mid-level pharma client by creating business documents after requirement gathering connects and IC discussions.
- Got a chance to be involved in setting up operations for a client right from the beginning phase to final deliverables.
- Handled sales operations for various markets and improved existing logics to accommodate new client requests.
- Solved logistic problems and reduced manual efforts more than 80%.
- Increased productivity by 20% by introducing various tools and skills. Fed development phase during implementation of technology solutions.
- Reduced manual work by 40% by creating automation scripts.
- Worked closely with development team to synthesize business requirements to ensure accurate understanding and implementation.
- Performed technical UAT on behalf of the client and provide the technical sign-off.
- Interacted with clients from various global Ex-US markets and implemented requested adjustments in the systems after analysis.

## **Skills**

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Requirement Gatherings, Business Analysis, Data Analysis, Gap Analysis, Wireframing, JIRA, Trello, UAT, SDLC Scrum, User Stories, Strategic Planning, Project Management, MS Suites (Word, Excel, PowerPoint, Outlook, OneNote), Documentation, Time management, Risk management, Budgeting

## **Education**

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**Bhagwan Parshuram Institute Of Technology | Delhi**

**B.Tech-Electronics and Communication | 05/2022**

Completed my Bachelor's degree (B.Tech) in Electronics and Communication, achieving a score of 88%

## **Languages**

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English, Hindi

## **Awards**

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Recived rising star award at ZS Associate