GEORGE **ADEOLA**

Business Analyst

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QUALIFICATIONS

- **Domain Knowledge:** Combined with over 7 years of work experience. Proficient in full-stack software development, innovation management, UI & UX designs and business administration.
- **Requirement Elicitation & Translation:** Conducted elicitation requirements via various techniques like JAD sessions, interviews, shadowing, and surveys, and translating them into technical language.
- **Agile Management:** Adept at leveraging Agile methodologies to streamline project workflows, facilitate collaboration, and drive iterative development cycles for enhanced product delivery.
- **Communication:** Communicated business requirements and processes through visual modeling using Microsoft Visio for UML, BPMN, and writing use cases and user stories.
- **Support:** Capable of supporting Development & Quality Assurance teams in front-end and back-end tasks, employing modern frameworks and best practices.

SKILLS

- **Business Management:** Requirement Elicitation, Story & Process Mapping, JAD Session, Business Modelling.
- **Agile Framework:** Scrum, Kanban, Scrumban.
- **Business Analytics Software:** JIRA, Trello, Rally, Confluence.
- **Visual Modelling:** Visio, Draw.io, Lucidchart

- **Programming Knowledge**: JAVASCRIPT, Typescript, Tailwind, React, Node, MongoDB
- **Data Analysis:** Python, Tableau, SQL, Excel
- **Quality Assurance:** Test case, Selenium, Postman.
- **Wire Framing & Prototyping:** Axure, Balsamic, Adobe XD, Adobe Photoshop.

EXPERIENCE

2024 – TILL PRESENT

BUSINESS EXECUTIVE (UK) TOP DOCTORS, BARCELONA, SPAIN

- Analyzed clinics and doctors' profiles, tailoring technology solutions to meet their needs, resulting in a 20% increase in efficiency and a significant boost in overall satisfaction levels.
- Collaborated with internal teams to implement SEO optimization, e-consultation, e-review, e-wallet, and e-booking systems and other e-health technologies enhancing Top Doctors' services.
- Spearheaded business growth and market expansion by strategic partnerships, driving measurable results for Top Doctors.

2023

BUSINESS ANALYST & DEVELOPER, IKING.IO USA

- Transformed e-commerce crypto payment requirements into user stories, driving app development, streamlining payment processes, and boosting transaction rates by 25%.
- Led agile Scrum Team aligning business goals with the developer team, fostering collaboration, and achieving a 20% reduction in development cycle time.

2022 - 2023

WEB DEVELOPER, NEUROSCIENCE BUSINESS SCHOOL, BARCELONA, SPAIN

- Revamped the website using HTML, CSS, and JavaScript, resulting in a more user-friendly interface and a 40% increase in user engagement and site navigation efficiency.
- Guided technical support for online campus operations, leading to a 20% reduction in technical issues and improved user experience for students and staff.

2021 - 2022

BUSINESS EXECUTIVE (AFRICAN MARKET) UCAM, MURCIA, SPAIN

- Managed business interactions and spearheaded operations for the African region, driving sales performance to exceed targets by over 100%.
- Conducted meetings to promote projects, fostering partnerships and expanding the company's reach, resulting in 15 new partnerships and a 30% increase in market penetration.

2018 - 2021

BUSINESS ANALYST, FOODCO, LAGOS, NIGERIA

- Led gathering and documenting requirements, driving the development of a e-commerce platform, resulting in a 40% increase in website traffic and 25% higher sales conversions.
- Oversaw the internal solution system, facilitating Net Promoter Score (NPS) assessments for a large retail store with a vast customer base exceeding 100,000.
- Employed Agile project management methodologies with developers, ensuring successful project execution and delivering projects on time and within budget.
- Managed diverse digital initiatives, enhancing retail store's market presence and brand visibility, leading to a 50% increase in customer engagement and 30% rise in sales revenue.
- Analyzed intricate business processes, identifying areas for potential growth and optimization, driving a 25% increase in operational efficiency and a 15% reduction in costs.

EDUCATION

2023

MASTERS IN WEB PROGRAMMING, MASTERSCHOOL, NEW YORK UNITED STATES

2021

MASTER'S DEGREE IN INNOVATION MANAGEMENT, UCAM, MURCIA SPAIN

CERTIFICATIONS

- **BUSINESS ANALYST MASTERCLASS,** UDEMY
- **AGILE SCRUM MASTERY,** UDEMY
- **SCRUM MASTER,** INTERNATIONAL SCRUM INSTITUTE
- **CERTIFICATION IN JAVASCRIPT, HTML AND CSS** UDACITY & MASTERSCHOOL
- **UI & UX DESIGN AND DIGITAL MARKETING,** UDEMY & NEW HORIZON USA