ELIZABETH EKENIMOH

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Senior Business Analyst
(Data|Products|Projects)

PROFESSIONAL SUMMARY

Experienced Business Analyst with over 5 years of experience in the IT, hospitality-tech, wellness-tech, agritech, and renewable energy sectors. Skilled in gathering and analysing requirements, creating functional specifications, and facilitating stakeholder collaboration to deliver value-driven solutions. Expertise in Agile methodologies, SQL, and process optimisation tools with CBAP certification in view. Committed to driving innovation and operational efficiency through data-driven insights and strategic analysis.

CORE COMPETENCIES

- Business Process Modelling (Visio, Lucidchart)
- Requirement Gathering and Elicitation (Jira, Confluence)
- Data Analysis (Excel, SQL)
- Use case and Workflow Documentation
- Wireframing and Prototyping (Miro, Whimsical, Figma)
- User Story Development and Acceptance Criteria
- Collaboration tools (Slack, Teams)

- Stakeholder Management
- Azure DevOps Services
- Notion
- Problem Solving
- Critical Thinking
- Analytical Thinking
- Business Process Management
- Agile Methodologies and Scrum Ceremonies

CERTIFICATIONS

Certified Business Analysis Professional(CBAP)   2025
(IIBA)

WORK HISTORY

Contract Business Analyst (Remote)
Ecowaka |E-Mobility
Nov 2024 – Present

As the Business Analyst at Ecowaka, I work closely with cross-functional teams to define business requirements, map out processes, and support product development, ensuring alignment with market needs and business objectives before launch

- Collaborate with stakeholders to define business and system requirements for multiple digital solutions within the e-mobility ecosystem.
- Develop Product Requirements Documents (PRDs) for outsourced development teams, detailing functional and non-functional specifications.
- Review app designs and interactive prototypes, providing feedback to ensure alignment with business needs and user experience best practices.
- Document workflows and operational processes for electric vehicle deployment and battery swapping, ensuring efficiency and scalability.

Freelance Business Analyst (Remote)
QuantumZone (UK) | IT Consulting and Business Transformation
Oct 2024 – Present

Project: ERP Implementation and Migration (M&A-Driven)

- Drive business analysis efforts for an ERP implementation and migration project initiated due to a merger and acquisition (M&A).
- Conduct gap analysis and map current-state vs. future-state processes to identify improvement opportunities.
- Perform document analysis to extract key insights, validate requirements, and ensure alignment between business needs and system capabilities..
- Collaborate with cross-functional teams to design and execute a seamless data migration strategy, ensuring data accuracy and integrity.
- Work closely with the Business Architect, contributing to architecture documentation, including Plan on a Page, SteerCo presentations, and high-level business capability models.

Project: Billing System Integration and Migration

- Lead business analysis efforts for the integration and migration of a billing system, ensuring compatibility with existing IT infrastructure and compliance with financial reporting standards.
- Develop process models and workflows to streamline billing operations, reducing redundancies

and manual interventions.
- Perform business architecture activities, including capability mapping and defining future-state operating models to optimize billing processes.
- Conduct document analysis to extract key insights, validate system requirements, and ensure alignment with business objectives.
- Contribute to architecture documentation, including high-level design artifacts and strategic planning documents.

Commercial Manager (Remote)
Rensource Energy |Renewable Energy
Aug 2024 - Oct 2024

As the Commercial Manager in a Renewable Energy industry,I collaborated with cross-functional teams to ensure project success, driving value through strategic analysis, effective negotiation, and robust project management.
- Implementing financial models to determine tariffs and pricing structures for renewable energy projects. Utilize financial modeling tools (Excel,) to ensure profitability and market competitiveness.
- Preparing and presenting Investment Committee (IC) decks, delivering comprehensive analysis and recommendations for project approvals, adopting the Monte Carlo simulations and scenario analysis to provide actionable insights.
- Building and maintaining strong relationships with key stakeholders, ensuring alignment with business goals and fostering long-term partnerships. Leverage CRM tools (e.g., Salesforce) to manage and enhance stakeholder engagement.
- Stayed updated on industry trends, regulatory changes, and market conditions to enhance strategic decision-making and project competitiveness.

Bids & TenderManager| (Remote)
Rensource Energy| Renewable Energy
Apr- Aug 2024

As the B&T Manager in a Renewable Energy industry, I collaborated with cross-functional teams to ensure bid strategies and proposals aligned with organizational objectives, driving success and enhancing competitive positioning.
- Oversaw the entire lifecycle of bids and tenders using project management tools (MS Project, Planner), from initial identification through to submission and post-submission analysis. Applied structured bid management frameworks (APMP) to enhance bid success rates, achieving a 10% increase in win rates.
- Coordinated with internal stakeholders across Sales, Technical, Legal, Project, HSE, Supply

Chain, and Finance teams using collaboration tools (Microsoft Teams,) to gather critical information and insights, streamlining proposal development and improving overall efficiency.
- Developed proposal strategies and action plans using bid management methodologies (Shipley's Proposal Guide) to maximize win rates and ensure compliance with bid requirements. Secured key contracts with three major clients by tailoring proposals to client needs and industry standards.
- Conducted risk assessments and collaborated with finance and commercial teams on pricing strategies using financial modeling tools (e.g., Excel, Monte Carlo simulations) to optimize profitability and cost-effectiveness

Business Consultant (Remote)
Rensource Energy| Renewable Energy
March 2023 - Aug 2024

As the Business Consultant in a Renewable Energy industry, I collaborated closely with cross-functional teams—strategy, operations, and management—to ensure that strategic plans and initiatives aligned with organizational objectives and contributed to overall success.
- Developed and executed a 4-year strategic plan using strategic planning frameworks (e.g. SWOT Analysis) to align with organizational goals and industry trends, driving sustainable business growth.
- Enhanced business processes and operational efficiency by leveraging data-driven insights and industry best practices, employing tools such as Lean Six Sigma and process mapping techniques.
- Conducted thorough research and gathered requirements for ERP system deployment, creating detailed epics and user stories using Agile methodologies and tools like JIRA to ensure successful adoption and integration.
- Managed organizational change initiatives by applying change management frameworks (e.g., Kotter's 8-Step Process), measuring and reporting on progress, identifying improvement areas, and translating requirements into actionable solutions.
- Created and implemented social initiatives, and measured Environmental, Social, and Governance (ESG) metrics to promote sustainability and corporate social responsibility in line with SDGs 5&8

Freelance Business Analyst (Remote).
The FarmHouse Club| Agri-Tech
Dec. 2022 - Jun 2023

As the Business Analyst in an Agri-Tech industry, I collaborated closely with the Founder to ensure that all documentation supported strategic objectives and contributed to the success in the Agritech sector.
- Created comprehensive Business Plans, Product Requirement Documents (PRDs), and Software Requirement Documents (SRDs) using structured frameworks to support project

development and stakeholder communication.
- Utilized the Business Model Canvas to document and visualize the company's value proposition, customer segments, and key activities, providing a clear overview of the business model.
- Created precise Software Requirement Documents (SRDs) detailing technical specifications, system requirements, and software functionalities to guide development and meet both business and user needs.
- Drafted and managed Business Requirement Documents (BRDs) capturing business needs, project objectives, and stakeholder requirements to ensure alignment with business goals and project success.

Freelance Business Analyst (Remote).
How Are You Feeling Technologies Ltd |Wellness-Tech
Nov 2022 - Feb 2023

As the Business Analyst in a Wellness-Tech industry, I collaborated closely with the Founder, to ensure documentation and strategies supported business objectives and contributed to the success of the wellness-tech solution.
- Developed Business Plans, Product Vision Documents, and Investor Pitch Decks using strategic planning frameworks to support project initiation and stakeholder engagement, using Jira, Google docs and Powerpoint.
- Elicited, analyzed, and validated business requirements using techniques like use cases and user stories to ensure project deliverables aligned with business objectives.
- Conducted competitor analysis using SWOT and PESTLE frameworks to inform strategic decisions and enhance project positioning in the market.

Head, Business Intelligence and Data Analytics (Remote)
HighTable Inc | Hospitality-Tech
Aug 2022 - Dec.2022

As the Head of BIDA in the Hospitality-Tech industry, I collaborated closely with product teams, designers, and scrum teams to ensure that documentation and development efforts supported strategic goals and enhanced overall product success.
- Elicited and documented business requirements using structured methods, including interviews and workshops, to design technical solutions tailored to project needs.
- Collaborated with growth and product teams to develop and prioritize roadmaps, using Agile methodologies and tools like JIRA and Trello for project tracking.
- Created comprehensive product documentation including user manuals, release notes, and detailed use cases, ensuring clarity and effective communication of product features and updates using Confluence.

- Developed and managed product backlogs, epics, and user stories using JIRA and Trello, collaborating with the Scrum team to enhance project planning and execution.
- Acted as a sub-product owner, applying Scrum methodologies and working closely with design and development teams to ensure effective planning and execution.
- Conducted UAT to validate project deliverables against acceptance criteria, ensuring readiness for production release and user engagement.

Business Analyst (Remote)
HighTable Inc | Hospitality-Tech
Nov 2021- Aug 2022

As the Business Analyst in a Hospitality-Tech industry, I collaborated closely with cross-functional teams—executives, product managers, designers, and engineers—to ensure documentation and solutions aligned with strategic objectives and contributed to overall business success.

- Created comprehensive Business Requirement Documents (BRDs), Business Model Canvas, UAT Criteria, and Pitch Decks using standard business analysis frameworks to ensure clear project specifications.
- Applied BPMN 2.0 for business process modeling to identify inefficiencies and implement targeted enhancements, improving operational workflows.
- Analyzed data sets, business processes, and systems to identify inefficiencies, document workflows, and recommend functional enhancements.
- Developed user-friendly products and applied knowledge transfer techniques to educate users and partners, fostering a culture of self-service and analytical thinking.

CERTIFICATES

Data Analytics (HerTechTrail Academy)	**2025**
Scrum Mastery (Africa Agility)	**2024**
Product Management (HerTechTrail Academy)	**2024**
Data Analysis (Cybersafe Foundation (DigiGirls 2.0)	**2022**

EDUCATION
Nexford University, Washington, D.C   **2023**
Masters in Business Administration (MBA)

University of Calabar, Calabar.   **2017**
Bachelor's degree, Accounting