

BUSINESS SYSTEMS ANALYST I

Qualifications

TECHNICAL SKILLS: Business Applications: SAP Web Intelligence, Informatica Data Explorer, MS Visio, MS Project, Rational Rose, Business Objects Languages: SQL, UML, C, C++ , Core Java , Perl Web Development: HTML, XML, PHP Operating Systems: Windows XP/Vista/7, Linux Databases: Netezza, MS SQL Server 2005/2008, Oracle 9i/10g

Accomplishments

- Organized workshops for SQL Server 2005 during the technical fest at Mumbai University
Active member of Student Council of Asian Students at University of Maryland. Interface with the client and multi-disciplinary teams within Merkle (Business Intelligence, Information Technology, Database and Data Warehouse Developers) to support the solution delivery process
- Work closely with clients to understand their marketing goals, design their marketing databases, facilitate optimum segmentation and provide platforms and reports to measure their marketing ROI.
- Involved in designing and rolling out global marketing databases (North America, Europe and Middle East, Latin America) and thus well versed with Customer Data Integration and international data hygiene and standardization concepts. Enable the client to generate reports for Measuring ROI, effective channels , successful campaigns and optimum segments , trend analysis etc using tools like Business Objects Sound understanding of a projects life cycle, from demand generation to understanding the customer requirement and converting it into technical specifications and finally implementing the project. Jusitn: - Served as subject matter expert on marketing data and database design for European and Asia Pacific regions Involved the support of client requests such as adhoc reporting and campaign execution. Also responsible for identifying gaps in deployed functionality and building necessary new functionality alongwith correcting issues with current solution -data integration,data hygiene, cleansing CDI -created marketing programs based on client's requirements -supported existing solution on daily basis for any data or functionality issues - supervised change requests from development to implementation and performed QA on deliverables before handoff to client Automated Warranty Renewal Campaign Solution Project involved warranty based CRM marketing solution enabling warranty specific campaign execution and reporting Responsibilities: -Support of the deployed CRM database solution for Latin America region of Fortune 500 company focusing on Public and Large enterprises -Executed marketing programs on a weekly basis

Work Experience

Company Name Business Systems Analyst I 09/2014 to Current

- Acted as lead BSA on client team to drive consistency and support projects spanning multiple regional databases and support teams
- Primary contact for client, client partners and other stakeholders, managing daily responsibilities associated with delivering multi-channel database marketing programs.
- Responsibilities include working with client and other stake holders to understand marketing program objectives and business rules that help define the metrics for program measurement
- Partner with the client, client partners and other stakeholders to define campaign audience requirements, program specifications and business requirements Project: SMB CRM Marketing Database Solution
- Maintaining global marketing data for advanced targeting and segmentation to drive optimal business results - Gathered and analyzed business requirements provided by client to draft detailed project specifications and lead developers through development and QA process - Managed primary ownership for creating artifacts like Business Requirement Document and Functional Requirement Documents - Performed gap analysis and Root Cause analysis for data issues and functionality and ensured client satisfaction Project: Consumer Global Marketing Database Solution
- CRM solution for Latin America region of Fortune 500 High Tech company supporting data integration, marketing program execution, reporting and analytics - Led change requests within the cross-functional teams using the defined change management process ensuring

timely deployment - Analyzed complex client data using Merkle's in-house methodologies and provided recommendations to improve marketing programs performance - Created automated processes minimizing the run-time and increased efficiency of database update and campaign deliveries Manage overall coordination, status reporting and stability of complex and cross-functional project oriented work efforts while continuing to evolve the solution delivery lifecycle to encompass multiple methodologies

- Interacted with development and QA teams to ensure timely delivery of project deliverables while managing project timeline and communicating adjustments and issues to program management.
- Responsibilities included creating documentation to detail functional requirements, technical solution design, code review, implementation and QA deliverables before handoff to client
Project: Dell Financial Services Project is a service provided through Dell that provides credit line accounts to Dell customers that qualify. integrated database solution that allows us to use their customer data in Consumer marketing campaigns - Led project change requests throughout a full solution lifecycle performing requirements gathering, process documentation, data analysis and quality control - Lead solution discovery sessions with client stakeholders as a means to illicit solution requirements -Set up data load and automated processing of data extracts on a weekly basis -Responsible for process documentation consisting of Business requirements and functional requirements - Source to Target mapping and data dictionary -Designed and implemented email marketing campaigns for Canada region as per client's specifications -Created email marketing campaign targeting customers based on credit line account information - Reported on campaign attribution, performance, key metrics Interface with the client, marketing vendors, and cross-functional teams within Merkle on solution delivery and new project development Perform requirements gathering for change requests and maintain all documentation Synthesize complex and sometimes contradictory information into concise, readable, unambiguous written requirements at multiple levels of detail Support campaign management process to develop business goals, campaign requirements and campaign metrics. Build and maintain client reports relating to data quality and campaign measurement Work with Solution and Account Lead to define project scope, level of effort and timeline Work closely with the delivery team (including system software engineers, QA, regression test teams, and the product manager) ensure that your clients' solution is created with exceptional quality. - Accountable for determining and requesting campaign data elements from creative agencies to build accurate segmentations for targeted educational & public relations program deployments Provide input to Project Management regarding schedule, level of effort , project scope Manage client communication and expectation setting Lead change requests from initiation to delivery Interface with the client and multi-disciplinary teams within Merkle to support the solution delivery process Take direction from Project Management regarding schedule, scope, and cost tradeoffs Assist with the delivery of the system into production by designing and supporting the formal client acceptance process, according to Merkle's defined standards Accurately document requirements and acceptance criteria for a Merkle Marketing solutions Perform analysis of new data for inclusion in a marketing database, and ad-hoc analysis of data in the database to support the requirements process

Company Name IT Analyst Intern 05/2011 to 12/2011 Assisted IT Admin for managing user access rights, user groups and documentation upload on MS SharePoint Analyzed business applications to determine if changes or upgrades are required by business users or processes Gathered business requirements and converted them into detailed technical and functional specifications Served as a technical liaison between end-users & application vendors to obtain solutions for application issues using HEAT ticketing system Tested vendor solutions and newly modified systems to ensure they meet client specifications Generate customized reports using Business Intelligence tools to meet user requirements

Company Name IT Support 05/2010 to 07/2010 Used Sys-Aid ticketing software for handling service requests from library staff Responsible for troubleshooting and maintenance of hardware and software devices Maintained Local Area Network of UM Libraries and performed Ghosting, G-Disking processes

Education and Training

MS : Information Management University of Maryland MS in Information Management (Dec 2011)
University of Maryland GPA 3.67 /4.0 Relevant Courses: Database Design, Web Enabled Databases (PHP), Information Architecture, Management of Information and Services, Project Performance Measurement, System and Software Requirements

B.E : Computer Engineering Mumbai University B.E in Computer Engineering (May 2009) Mumbai University First Division Specialties:

Professional Affiliations

Active member of Student Council of Asian Students at University of Maryland

Skills

Database, Marketing, Systems Analyst, Project Management, Business Requirements, Solutions, Metrics, Qa, Documentation, Accountable For, Accounts To, Adjustments, And Account, Basis, Campaign Management, Client Communication, Clients, Consumer Marketing, Credit, Data Analysis, Data Quality, Financial Services, Mapping, Marketing Analysis, Marketing Campaign, Marketing Research, Process Documentation, Product Manager, Program Management, Public Relations, Quality Control, Requirements Gathering, Topo, Databases, Bsa, Business Systems Analysis, Change Management, Crm, Crm Marketing, Customer Relationship Management, Data Integration, Database Marketing, Deployment, Gap Analysis, Integration, Integrator, Qa Process, Root Cause Analysis, Satisfaction, Segmentation, Access, Business Intelligence, Functional Specifications, Liaison, Microsoft Sharepoint, Ms Sharepoint, Sharepoint, User Access, Writing Functional, C++, Data Warehouse, Front End, Front End Design, Front-end, Html, Informatica, Java, Lamp, Lamp Stack, Life Cycle, Linux, Microsoft Project, Ms Project, Ms Sql Server, Ms Sql Server 2005, Ms Visio, Mysql, Oracle, Perl, Rational, Rational Rose, Roi, Sap, Sorting, Sql, Sql Server, Sql Server 2005, Subject Matter Expert, Technical Specifications, Translated, Uml, Visio, Warranty, Windows Xp, Xml, Ghosting, It Support, Maintenance, Architecture, Database Design, Information Architecture, Php, Software Requirements