

Musa Ceesay

Business Systems Analyst | IT Business Analyst | Operations Analyst

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Professional Summary

Business Systems Analyst with an MSc in Information Systems and hands-on sales and customer service experience. Translates business needs into clear requirements, streamlined workflows, and KPI-driven decisions that improve service performance and customer outcomes. Strong in stakeholder communication, process modeling, and structured documentation.

Core Skills

Requirements engineering, process modeling (AS-IS / TO-BE), systems analysis, workflow redesign, KPI definition, SQL, data validation, dashboard planning, stakeholder communication, Agile delivery (Jira, Scrum ceremonies), technical documentation.

Professional Experience

Top Notch Worldwide / The Venture Events | Information Systems & Client Solutions Specialist

Raleigh, NC | Sep 2025 - Present - Closed 20+ monthly internet/mobile bundle sales, generating \$5,000+ in recurring monthly revenue. - Maintained a 90% customer activation rate through consultative, needs-based technical pitches. - Led onboarding and system demos that reduced setup issues and improved team performance. - Improved outcomes with a 35% close-rate lift in 2 months and 25% fewer setup issues.

Bequest Alliance Group | Technical Support Technician

Kearny, NJ | Jul 2024 - Jul 2025 - Supported 15 small business clients weekly with POS setup and troubleshooting workflows in Jira. - Delivered on-site and virtual training demos that improved product adoption and usage. - Streamlined onboarding and configuration steps to reduce repeat support requests. - Contributed to 30% lower merchant churn and 25% faster onboarding resolution.

M4U Events | IT Support Specialist

Piscataway, NJ | Jan 2024 - Sep 2024 - Resolved hardware, software, and connectivity issues for a 30+ user internal team. - Configured Office 365 tools (Teams, SharePoint) and A/V systems for event operations. - Produced user-friendly documentation that reduced IT interruptions during live events. - Helped drive 40% fewer IT interruptions during live events.

Oumou Group | IT Support & Repair Technician

Dakar, Senegal | May 2020 - Dec 2023 - Diagnosed and repaired 1,000+ mobile devices while meeting strict service turnaround targets. - Supported retail technology operations with Jira-based inventory and service tracking. - Served as an English-speaking liaison with global partners for cross-border coordination. - Increased customer satisfaction and repeat sales by 15%.

Carlcare Aftersales Services | Mobile Technician

Serrekunda, The Gambia | Oct 2019 - Apr 2020 - Repaired smartphones and tablets with improved workflow and spare-parts process control. - Used CRM-informed recommendations to match customers with suitable devices. - Improved service consistency through structured diagnostics and repair procedures. - Contributed to a 60% recovery improvement and 70% client satisfaction increase.

Selected Projects

Digital Customer Service Ordering & Provisioning System

- Redesigned telecom service ordering workflow to reduce activation delays and duplicate data entry.
- Produced AS-IS / TO-BE process models, requirements documentation, stakeholder map, system context, and ER model.

Healthcare Appointment Scheduling & Intake Optimization

- Redesigned appointment and intake workflows to reduce no-shows and shorten check-in delays.
- Delivered requirements, workflow redesign, user stories, and KPI-aligned process recommendations.

Operational Performance KPI Analysis (Operational KPI Dashboard + Insight Memo)

- Built a KPI governance scenario for service activation and support efficiency.
- Created synthetic PostgreSQL dataset, analysis SQL pack, dashboard blueprint, and executive insight memo.

Incident Response Priority Calculator

- Developed a SOC-style triage tool to score incident severity and recommend response actions.
- Implemented practical logic using threat type, business impact, and data sensitivity.

Education

Drexel University

Master of Science in Information Systems | Philadelphia, PA | Jan 2023 - Sep 2024 | GPA: 3.8

University of The Gambia

Bachelor of Science in Information Systems | The Gambia | Feb 2016 - May 2020 | GPA: 3.5

Certifications

- Splunk Search Expert Specialization (Splunk Inc, 2024)

- Scrum Master Certification Specialization (LearnQuest, 2024)
- Agile with Atlassian Jira (Atlassian, 2024)
- Google Project Management Professional Certificate (Google, 2024)
- Google Cybersecurity Professional Certificate (Google, 2024)