

Arpita Biswas

Contact: +91-9975275881 | **E-Mail:** biswasarpita771@gmail.com

Address: Flat No. 102 Akshay Nook, Vidyanagar, Pune – 32

LinkedIn: <https://www.linkedin.com/in/arpita-biswas-11513289/>

AN EXPERIENCED PROFESSIONAL - BUSINESS ANALYSIS / DIGITAL MARKETING

Targeted Industry: IT | **Location Preference:** India

Utilizing strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points; instrumenting conversion points and optimize user funnels

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on every step; aiming for assignments which involve analytical capabilities and professional growth in Business Analytics & Digital Marketing with an organization of repute

PROFILE SUMMARY

Seasoned & versatile management professional with cross-functional experience of nearly 2 years in highly reputed business establishments with specialized skills in

~ Business Analysis	~ Requirements Gathering	~ Solution Design
~ MDM / SEO / SEM / SMO	~ Waterfall Methodology	~ Agile Methodology
~ Software Development Lifecycle	~ Scrum	~ Escalation Management
~ Customer Servicing	~ Liaison & Coordination	~ Team Management
~ Data Analysis	~ GAP / Impact Analysis	~ Reporting & Documentation

- Experienced in Business Analysis (requirements gathering), preparation of process maps and specification of validations for converting business requirements into technical specifications
- Insightful knowledge & understanding of business process analysis and design, process optimization, cost control and revenue maximization
- Highly resourceful in liaising with clients to gauge their business requirements, study existing processes and accordingly devise solutions to help them attain the desired business state
- Apical in managing relationships with clients, collaborating with them for achieving their strategic objectives by effectuating management controls and effectively handling processes to facilitate the required change
- Skilled in creating plans to increase online traffic to the organization's website; tracking the conversions and improving the percentages and numbers
- Ability in taking care of SEO, SEM to Social Media Marketing; creating Social Media Marketing strategies to create a brand name in Social Media and raise awareness
- An ardent analyst with a flair for adapting quickly to dynamic business environments; exposure in adopting a pragmatic approach in improvising on solutions and resolving complex business issues
- Outstanding instructional, interpersonal and business / communication skills with the experience required to remain highly focused on achieving bottom line results while formulating advanced business & marketing solutions

TECHNICAL PURVIEW

• Business Process Management Tools:	BonitaSoft, Signavio
• Business Intelligence Tools:	ActuateBIRT, Tableau
• Languages:	C, C++, Java, JavaScript, Android
• Software:	Microsoft Office Suite, Visual Studio

ORGANIZATIONAL EXPERIENCE

Since Sep 2017 | ATIDIV, Pune | Online Business Analyst

Key Result Areas:

- Carrying out research on business information for a leading US based online review site
- Evaluating and approving business content & edits before online publishing
- Involved in accepting / rejecting businesses by implementing logic to keep the client website updated
- Ensuring the listing & availability of all information for businesses on the website for end-users
- Handling escalations of user content issues & questions, and relevant information to the appropriate people (Management, Clients)
- Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions; leading ongoing reviews of business processes and developing optimization strategies
- Working closely with clients & staff; providing leadership, training, coaching, and guidance to junior staff

- Staying up-to-date on the latest processes and advancements to support automate and modernize systems
- Effectively communicating insights and plans to cross-functional team members and management
- Gathering critical information from meetings with various stakeholders and producing required deliverables

Dec 2016 – Jun 2017 | KPIT Technologies, Pune | Intern - Business Analyst

Key Result Areas:

- Worked in SAP ERP ecosystem
- Identified & analyzed the gaps and carried out Fit-Gap Analysis
- Collated & identified requirements from business stakeholders
- Identified the gap requirements in process workflows using a BPMN tool
- Prepared the designs of approval processes for business entities based on user requirements
- Interacted with clients for requirements gathering and system study & analysis; conducted case, system, process studies for project planning, scoping, estimation & tracking
- Drafted functional requirements and using models & diagrams to represent the processes & functions involved
- Mapped business requirements and developed & implemented processes in line with the pre-set guidelines
- Supported end-to-end development of applications involving user interaction, requirements gathering, requirements analysis, documentation, impact analysis, requirements management & tracking, etc.

EDUCATION

2017	MBA in Information Technology - Business Intelligence & Data Warehouse from SICSIR, Pune, India
2015	BE in Information Technology from SITRC, Nasik, India

Other Credential:

- C++ Certification

ACADEMIC PROJECTS

- "Prevention of Jamming Attacks in Wireless Networks" paper presented in BEIT final year
- Designed a website for "Bank of Jeddah Saudis" in a team and served as a Lead Tester
- "Event and Visitor Record Management System" in OOAD
- Digital marketing for <http://hotelarpita.zohosites.com/> website

WORKSHOP ATTENDED

- "Requirements & Documentation and OOAD" by AgileSoft Methodologies

PAPER PUBLISHED

- "A Review Prevention of Jamming Attacks in Wireless Network using Internal Threat Model" in Elixir International Journal
- "Data Security in Big Data" in IJTRD
- "Comparison of Different Architectural Styles" in IJCTER

EXTRA-CIRCULAR ENGAGEMENTS

- Actively participated in the:
 - "Annual Teacher's Day" celebration organized by ARSH by managing a food stall for the event
 - "Baal Dhamaal" organized by Sharing Care

PERSONAL DETAILS

Date of Birth: 12th July 1991 | Languages Known: English, Hindi, Marathi and Bengali