Alice Ogunsina

BUSINESS ANALYST

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(323) 384-7667   aogunnsina@gmail.com   Dallas, TEXAS 75240

Highly motivated professional with experience in business process improvement, data analysis and project management. Proven ability to identify opportunities for process improvement and develop strategies for implementation. Adept in utilizing analytics to develop business insights and drive new product development.

EXPERIENCE

BUSINESS SYSTEMS ANALYST   **Los Angeles, CALIFORNIA**
Spring Labs   *February 2020 - Present*

- Customized dashboards and obtained essential user info by creating saved searches and reports.
- Defined functional requirements based on user stories and use cases while adhering to established standards and best practices.
- Analyzed business needs, identified areas for improvement and proposed solutions to streamline operations.
- Gathered requirements from stakeholders through interviews, workshops and surveys to ensure accuracy of project deliverables.
- Facilitated meetings between stakeholders from various departments to discuss project progress and updates.
- Collaborated with IT professionals throughout the organization to ensure successful deployment of new software applications.
- Developed test plans and scripts for unit testing, integration testing and user acceptance testing.

BUSINESS ANALYST   **Dallas, DALLAS**
United Health   *September 2017 - October 2019*

- Conducted market research to develop a better understanding of customer needs and preferences.
- Designed detailed wireframes for web applications using prototyping tools.
- Facilitated sprint planning meetings with technical teams to ensure successful delivery of project milestones.
- Developed user stories, acceptance criteria and product backlogs to support the development of software products.
- Utilized SQL queries for ad hoc data analysis requests from stakeholders.
- Utilized Microsoft Office suite including Excel, PowerPoint, Word and Visio to create project deliverables.
- Managed multiple projects simultaneously while meeting tight deadlines in a fast-paced environment.

CLIENT RELATIONSHIP MANAGER   **Lagos, LAGOS**
United Bank Of Africa   *April 2015 - July 2017*

- Fortified positive relationships by helping build strategies for overcoming industry obstacles.
- Monitored competitor activities to stay ahead of the competition in terms of client engagement.
- Created presentations for potential customers, leveraging data-driven insights into market trends.
- Maintained records of all interactions with customers using CRM software tools.
- Provided client-focused solutions to complex problems, ensuring customer retention and loyalty.
- Assisted with developing marketing campaigns designed specifically for target customers.

- Conducted client onboarding process, ensuring successful implementation of services and products.

CUSTOMER SERVICE REPRESENTATIVE LEAD   **Lagos, LAGOS**

Domax Ventures   *February 2013 - September 2014*

- Assisted customers with problem resolution using a variety of tools such as troubleshooting guides and FAQs.
- Managed customer service staff, providing guidance and training to ensure customer satisfaction.
- Reviewed processes regularly to evaluate effectiveness and make recommendations for improvement.
- Monitored team performance against established goals and objectives; coached team members on best practices for delivering superior service.
- Utilized various software programs such as CRM systems and spreadsheets for tracking progress toward goals set by management.
- Resolved escalated customer service issues in a professional manner while meeting service level agreements.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) IN BUSINESS ADMINISTRATION   *2024*

Western Governors University,

CERTIFICATION IN BUSINESS ADMINISTRATION   *Jul 2018*

University of California-Los Angeles, **Los Angeles, CA, US, CALIFORNIA**

BACHELOR OF SCIENCE (B.S.) IN ACCOUNTANCY   *2015*

Lagos State University, **Lagos, LAGOS**

SKILLS

- User Acceptance Testing (UAT)
- Cross-Functional Collaboration
- Project Management
- Requirement Gathering
- Project management software and process flow mapping tools (Figma, MS Project, Visio, SmartDraw, LucidCharts)
- Data Visualization: Tableau / Excel , QlikView, MySQL
- System Integration Testing
- Technical Communication

- Change Management Process
- SAAS Platforms (Salesforce, Jira, Zendesk, Google analytics, Slack)
- Agile methodology (Scrum, Confluence, Trello)
- CRM Tools: Extensive experience working with CRM tools for requirements analysis and business process modeling.
- User and Technical Requirements Documentation
- User Research , Wireframing and Prototyping
- Requirements Traceability Matrix (RTM)
- Presentations and Decks

CERTIFICATIONS

- Certified Business Analysis Professional (CBAP)
  International Institute of Business Analysis (IIBA)
  (Pending 2023)