

MARCUS HALL

Senior Business Analyst

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SUMMARY

Passionate and experienced Senior Business Analyst with over 5 years of professional experience in the banking domain. I am dedicated to delivering outstanding user experiences, driving product innovation, and continuously learning and growing. Proficient in requirements gathering, functional analysis, and agile methodologies. My accomplishments include leading successful projects resulting in increased customer satisfaction and the development of competitive digital banking products. I possess strong analytical skills, excellent communication abilities, and meticulous attention to detail. Fluent in English and Spanish. I am excited to contribute to a dynamic organization that shares my passion for creating innovative banking solutions.

EXPERIENCE

Senior Business Analyst

ABC Bank

📅 2022 - Ongoing 🗺 New York, NY

Led requirements gathering and analysis for multiple digital banking products resulting in a 20% increase in customer satisfaction. Collaborated with cross-functional teams to define and deliver functional requirements for web and mobile banking apps. Conducted market research and competitor analysis to drive product development.

- Identified customer pain points and translated them into detailed product requirements
- Collaborated with UX designers and software engineers to design and develop user-friendly solutions
- Conducted market research and competitor analysis to identify market opportunities and drive product innovation
- Worked closely with external stakeholders to collect data for objective decision-making
- Led requirement prioritization process and ensured resulting products met defined requirements
- Contributed to the growth and improvement of the Business Analyst guild within the organization

MY LIFE PHILOSOPHY

Success is not the key to happiness. Happiness is the key to success. If you love what you do, you will succeed.

STRENGTHS



Strong Analytical Skills

I possess strong analytical skills, enabling me to effectively gather and analyze requirements, identify trends, and make data-driven decisions.



Excellent Communication

I have excellent communication skills, allowing me to effectively collaborate with cross-functional teams, present complex ideas, and translate technical concepts for non-technical stakeholders.



Attention to Detail

I pay meticulous attention to detail, ensuring high-quality deliverables and identifying potential issues or risks early in the project lifecycle.

SKILLS

Requirements Gathering

Functional Analysis

Agile Methodology

Market Research

Competitor Analysis

User Experience Design

Data Analysis

Project Management

Wireframing

Prototyping