

Biplab Roy

Sr. Research Analyst

Physical Diversity (Locomotor Disability) || Remote preferred



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Raipur, Chhattisgarh



[LinkedIn](#)

SUMMARY



Navigating a dynamic path from Banking to Sr. Research Analyst, I have been exposed to numerous projects throughout my career ranging from financial operations to people operations. With time, I have honed my research skills, cross-functional team handling and stakeholder management skills, project management skills, and remote collaboration. Having completed my MBA/PGDM degree in HR, I bring forward a passion for improving and improvising people operations by integrating technology to deliver innovative, employee-centric solutions. Gaining a well-rounded exposure to key business functions, and driving organizational growth by collaboration, teamwork, and strong operational skills are the key focus areas in my career.

EDUCATION



MBA - Indian Institute of Management, Raipur – 2019 - 2021.

B.Tech - National Institute of Technology, Durgapur – 2013- 2017.

WORK EXPERIENCE



Sr. Research Analyst | Everest Group | Remote | Jan '23 – Present

- Leveraged secondary resources such as market reports, analysis, and expert talks to capture relevant information to enhance the accuracy of research reports.
- Conducted primary research through focus group interactions with CXOs across leading IT service providers and platform vendors to gain real-time insights into the healthcare market segment.
- Catered to 10+ analyst queries initiated by leading technology firms with a turnaround time of 24 hours.
- Monitored industry trends, technologies, and market dynamics, facilitating informed decision-making and strategic initiatives.
- Extended support to analysts during the PEAK Report publication by actively engaging in client discussions and gathering insights during engagement calls.
- Autonomously handled 20+ deliverables across the healthcare spectrum meeting client needs, thus leveraging project management skills.

Sr. Business Analyst / Jr. Project Manager | Cognizant, India | Remote | May '21 – December '22

- Handled end-to-end issue identification, addressing risks & project co-ordination using JIRA & Confluence.
- Documented the functional requirements and communicated them to the development team for alignment.
- Led the project delivery function, successfully delivering 25+ features across website digital transformation.
- Spearheaded the client deliverables by handling 50+ enhancements & defect-related changes.
- Grooming User Stories in JIRA, thus defining the scope and improving effort throughput by 20-30%.
- Driving the SDLC documentation phase, by initiating CIA, Change Request, and FRS-URS updates.
- Collaborating with a 10+ member team conducting Agile ceremonies and tracking project progress in JIRA.
- Initiated the Requisition Template format, thus improving the SDLC documentation efficiency by 25-35%.

People-Ops Assoc. (Working Student) | Frinza Private Limited | Remote | Oct '19 – Dec '19, Apr '20

- Oversaw end-to-end summer intern recruitments across 10+ profiles, including conducting employee onboarding and aligning with training and development needs.
- Collaborated closely with the CEO to align recruitment goals, ensuring a seamless transition for new hires, including completion of new hire formalities.
- Developed and led campus recruitment partnerships with 7+ elite institutes to attract and retain top talent.
- Created job descriptions, screened 100+ resumes, conducted interviews for 50+ candidates, and oversaw employee onboarding.
- Leveraged Strategic Human Resource ideologies to ensure goal meetings through the SMART Goal technique.

Officer Scale 1 | Chhattisgarh Rajya Gramin Bank (PSB) | Raipur | Mar '18 – May '19

- Fostered relationships by creating financial awareness to 70+ customers daily as a POC for various financial inclusion initiatives and other banking services.
- Increased CASA by 3 - 5% through account opening by canvassing thus strengthening the customer base.
- Boosted sales and improved branch ranking via targeted marketing of 3 insurance products.
- Stimulated Y-on-Y growth (branch) by 3.99%.



FREELANCING EXPERIENCE

Digital Marketing Associate | Remote | 2015 - 16, 2019 - 23

Coverage Areas: Content Writing | On-Page SEO Optimization | Content Strategy | Backlinking | Team Management

Domains: Blogs, Product Reviews, Listicles, Testimonials, Articles

Portfolio: [Writing o'er coffee beans](#).

Achieved comprehensive content management by crafting and optimizing website content across seven niches, leading a team of 10+ content creators, resulting in a 25% boost in productivity and heightened audience engagement.

Studios Simba (YouTube Channel Founder) | Remote | 2023 - Present

Coverage Areas: Script writing | Video direction | Social Media Marketing | Team Management | Channel Growth

Domains: Job interview preparation | Career Coaching

Channel: [Studios Simba](#)

Have been a part of the budding phase of Studios Simba, wherein my responsibilities have been focused on content ideation, script writing, video direction, market research and analysis, competitive benchmarking, trend tracking, and channel growth. Leveraging key social media platforms for marketing activities through backlinking and word-of-mouth promotion has been critical in driving engagement in the channel.



SKILLS

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|--|---|
| ● Market Research: Secondary, Primary | ● Candidate sourcing, Resume screening, Interviewing |
| ● Documentation: URS, FRS, BRD | ● Employee onboarding and Recruitment strategy |
| ● Project coordination and Project management | ● Communication and articulation skills |
| ● Stakeholder management, Team management | ● Collaborative and team player |
| ● Requirement Gathering, Requirement Elicitation | ● Tools Used: JIRA, Confluence, Google Data Studio, Power BI, MS Office, Business Model Canvas, Balsamiq, WIX, Gen AI tools such as ChatGPT, Midjourney, Google BARD, Zoho Mail, GSuite |



ACHIEVEMENTS

- Mentored 10+ students during the campus placement season with a success rate of 70%.
- Received Letter of Recommendation from CEO of Frinza Pvt Ltd for exemplary contribution as HR Executive.
- Authored my own book, 'The Golden Wish', a collection of 50+ self-written poems in 2009.
