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**PROFILE**

A Certified Scrum Master with 8+ years of industry experience in Business Analysis in various domains (Manufacturing, Media & Entertainment, Banking, Wealth Management & Financial Services, Educational Services) with a solid understanding of business requirements and analyzing business operations. Pursuing Doctorate in Business Administration (DBA) and possesses an MBA in International Business and a Bachelor of Engineering in Civil Engineering. Aiming to utilize my strong interpersonal, management, prioritization skills and analytical ability to achieve the goals. Fluent in English, Hindi, Telugu, and a few other Indian languages. Highly organized, adaptable, and motivated with a renowned ability to motivate, inspire and direct others in a supportive environment.

**EDUCATION**

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| Master’s in Business Administration, Major in International Business | Aug. 2016 - May 2018 |
| **University of New Haven** | West Haven, CT |
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| Bachelor’s in Engineering, Major in Civil Engineering | Sep. 2011 - June 2015 |
| **Matrusri Engineering College, Osmania University** | Hyderabad, India |

**CERTIFICATIONS**

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| Certified Scrum Master by International Scrum InstituteTM | March 19, 2020 |
| Google Ad Words Fundamentals by Google Partners | June 06, 2019 |

**SKILLS**

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| Processes | SDLC - Waterfall, Agile - Scrum, Kanban, UML, RUP, BPM |
| Tools | AIM, MS TFS / MS Azure DevOps, Atlassian JIRA & Confluence, Version 1, Rally, ServiceNow, MS SharePoint, MS Project Professional, BOX, Riversand, Testrail, Slack, Microsoft Teams, RingCentral, HQMS. |
| CRM / ERP | Salesforce, MS Dynamics 365, Zendesk |
| Reporting / BI | Power BI, IBM Cognos Analytics/Cognos Report Studio, Tableau, Grafana, Crystal Reports, MS Excel, Atlas, SSIS, SSRS; Qlikview, Splunk |
| Digital Marketing / GUI | Content Management Systems (CMS), MS 365 – (MS Visio, PowerPoint, Outlook etc.), Lucidchart, ProcessMaker, Google Suite (Google Adwords, Google Business, Google Analytics), Yext, Adobe Photoshop, Asana, Canva, Figma |
| Testing | API - SOAP/REST in Postman; Zephyr Scale in JIRA, Selenium IE |
| Databases | MS Access, MySQL, MS Azure |
| Languages | SQL |
| Web Technologies | XML, JSON |

**EXPERIENCE**

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| **Assurant (Insurance Company)** | **Oct. 2021 - Current** |
| **Business Systems Analyst – TPA management** | **Remote** |

* Working on multiple projects such as Balancing & controlling (Power BI) project, TPA – AIM, ITD production deployments, Reject automation, Conversion and New client implementations.
* Liaising with the business community to define business requirements and Map business processes As-is and To-be state to identify potential underlying weaknesses or improvements, to improve efficiency, process agility, enforce best practices and standardization, and to achieve transparency and competitive advantage.
* Responsible for gathering requirements, data analysis, Unit/UAT testing, tracking, review, and deployment of client data during scheduled AIM month end completions.
* Working on code enhancements and improvements to existing procedures and processes.
* Participating as the TPA data subject matter expert in the development and deployment of new client programs being on-boarded to the AIM business system and historical client program migrations from the UDB business system to the **AIM business system**.
* Reviewing and/or compiled system requirements/enhancements for handling client data in an efficient and standardized manner.
* Working at the cross-section of teams’ clients and TWG departments, including IT, Finance, Underwriting, Actuary, and Marketing, to investigate and resolve issues and bugs across the platform and to ensure business processing requests are fulfilled timely and accurately.
* Liaising with business and clients on an ongoing basis.
* Processing third party batch data for month end execution on the UDB and AIM databases, testing for data integrity and results of data validation edits.
* Compiling and/or executing database queries and performs Quality Assurance testing to validate system modifications/enhancements and conversions/migrations of client business to AIM.
* Reconciling client data to control totals and client remittances and analyzes variances from expected results.
* Performing production data load either ITD or YTD to analyze and wipe off bad data from the system resulting in positive numbers on financial ledger.
* Performing ad hoc analysis to quickly solve time-sensitive operational issues and business requirements.
* Reporting the project status, research spikes, issues, tasks, and documentation up to date in **JIRA**.
* Reporting the month-end close process, handling multiple projects with the ability to learn and apply new concepts and tools quickly.
* Creating GL (General Ledger) extracts and supported the process of promotion to **Ecloud** and **Smartstream** during ITD re-loads or new implementations.
* Analyzing data relationships and trends using Power BI (Power Query & Power Pivot) for data visualization and provide accurate and meaningful business insights to clients and executives.
* Data analysis using SQL Queries to update data on a database MS SQL Server. Data from the **MS SQL Server** is used to create complex business detailed reports, dashboards.
* Performing data validation during the data transactions to validate the invoices of business and its underlying assets. Provided support for TPA financial results and satisfy audit request.
* Generating database reports and reject reports. Identified data reject reasons and works with the client and internal staff in Underwriting, Marketing, and Actuarial to mitigate data and/or table issues in a timely and accurate manner.  Facilitated sessions to review rejects and develop the appropriate course of action required to mitigate same.
* Compiling client requirements for Data Change Request (DCR) documents and work with IT development to ensure and test the successful deployment of the requested system changes.
* Reported project progress at the end of each week using various functions and formulas, Excel Macros, to develop an improved company marketing strategy. Reporting financial analysis and reporting month-end balancing.
* Reviewed/deployed client data during scheduled month end completions.
* Supported process improvement projects and provide feedback on suggested changes in processes to improve controls and efficiencies.  Worked on TPA clients and programs.

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| **Nationwide (Life Insurance Company)** | **Mar 2021 – Oct 2021** | |
| **Technology Analyst** | | **Remote** |

* Took ownership, analyzed, elicited, gathered, and prepared requirements for Buffer RILA product and Performance lock-in feature on a delivery end to the users.
* Liaised with the business community to define business requirements and Map business processes As-is and To-be state to identify potential underlying weaknesses or improvements, to improve efficiency, process agility, enforce best practices and standardization, and to achieve transparency and competitive advantage.
* Liaised with UI/UX team to create process flow wireframes for the product and functionality.
* Prioritized new features and functionality based on business needs and identify and document best practices for the product offering.
* Compiled and maintained documentation, prepared master story list, and organized 3 amigos with the team to estimate story points and effort to deliver the product and functionality.
* Participated in organizing daily stand-ups, IPM, and Retro on team rotational basis.
* Used MS Project Professional in developing a schedule, assigning resources to tasks, tracking progress, managing the budget, and analyzing workloads.
* Analyzed/understood business challenges, requests, and project goals; map current business processes to the new system or service, determine interface requirements, and resolve any issues which may affect the business process.
* Performed ad hoc analysis to quickly solve time-sensitive operational issues and business requirements.
* Gathered, filtered, sorted, and analyzed large sets of data from internal systems using SQL and MS Excel. Utilized Atlas with MS Excel to easily access, analyze, operational reporting, uploading and task automation.
* Managed the UAT process by performing test case validation, reviewing results with development and automation teams, coordinating business testing, and obtaining business approvals on UAT for scheduled deployment.
* Worked at the cross-section of teams to investigate and resolve issues and bugs across the platform. Responsible for managing enhancement requests, gathering requirements, working with the development and automation teams to ensure required functionality is delivered and UAT with business customers.

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| **Milwaukee Tool Corp. (Mfg. Industry)** | **Oct. 2020 – Mar. 2021** |
| **Sr. Business Analyst/Data Analyst – Quality Management** | **Remote** |

* Leading multiple projects for Quality, Marketing, Engineering, and Test Labs.
* Used **MS Project Professional** in developing a schedule, assigning resources to tasks, tracking progress, managing the budget, and analyzing workloads.
* Gathering requirements to transition **CTQ** (Critical to Quality) business process from MS Excel to an in-house system. Oversaw development and design of the in-house system and held training sessions to business users.
* Leading the elicitation process, navigating the competing needs of multiple teams (Reliability Engineer’s, LMS testing team, Design engineers) in defining, and documenting an end-to-end business process that is accepted by all groups, and mapping out technical or other requirements to support the needs and the process.
* Migration from HQMS to Oracle QMS module: Analyzed **HQMS** modules, business systems and practices to identify improvements, opportunities and to determine when migration, deactivation or replacement are required.
* Analyzed all requirements for moving the application and database servers from an On-Prem environment over to **MS Azure** **Cloud** environment.
* Worked with the cloud migration team to ensure database and App service has been setup and configured in the MS Azure cloud environment, install app version upgrade, and make any required modifications to the application to meet any interface requirements.
* Analyzed and documented **Oracle QMS** process against present system to facilitate with decision-making for migration.
* Identified current and future state business processes helping business stakeholders envision the future and how their work will change to support the future.
* Prepared and presented process HQMS module summaries to communicate the financial and operation impact of proposed changes.
* **Knowledge Management (KM)** - Created and managed all the documents such as corresponding **RFI** (Request for Information), **RFP** (Request for Proposal), **RFQ** (Request for Quotation), Supplier information and status, Purchase orders, Product information, Finance & Budgeting information, Business User information, Project documents such as modules, versions; Work Instructions, etc. in **NetDocuments.**
* Monitored **Procure to Pay (P2P)** using in-house procurement software. Good knowledge in SAP Ariba.
* Monitored and tracked **JIRA** board, creating tickets, deployment versions, delivery notes, handling issues/bugs/tasks arises, and updating **Confluence** documents.
* Written **Behavior Driven Development (BDD)** test cases for automation testing and created **Requirement Traceability Matrix (RTM)** for testing; executed ad-hoc test cases or test cycles in JIRA using **Confluence** and a test management plug-in **Zephyr**.
* Sound knowledge ofSupply Chain Management, logistics, Production planning, and/or product development concepts.
* Conducted Unit testing and Regression testing to ensure application is working properly using **Selenium IE** using **MS Visual Studio** as **IDE** (integrated development environment).
* Used **MS Visio** to map and manage business processes by creating business process flowcharts, business process model and notation (BPMN), and data flow diagrams (DFD).
* Analyzed large amounts of raw data and summarize into clear, accurate, meaningful, value-added reports for analysis by gathering, filtering, and sorting large sets of data from internal systems using **SQL** and **MS Excel** to curate data for reports and dashboards on overall key performance on various metrics across all Milwaukee Tools Corp. business units using **Power BI** and **Grafana** to provide accurate and meaningful business insights to clients and executives.
* Ensured delivery of project and enhancement requirements meet the requirements defined by the business customer and accountable for ensuring training needs are met for new or existing applications.
* Served as a liaison to other teams in planning, coordination, development and deployment of multi-team enhancements or projects and assisted in defining measurable success criteria, developing, and reviewing documented test plans, and coordinating of **User Acceptance Testing (UAT).**
* Assisted with implementing and facilitating **Change Management** within assigned projects; trained and guided the business stakeholders, project team, and users.
* Used **Microsoft Teams** for team collaboration, and to securely navigate information to either channels or private message from all the connected software tools and services. Using **MS SharePoint** for centralized information access and networking throughout the organization.

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| **Sony Pictures Entertainment** | **Oct. 2019 – Oct 2020** |
| **Lead Business Analyst/Jr. Project Manager** | **Los Angeles, California** |

* Lead multiple projects for GMDM, BI and Finance, and Marketing.
* Collected, reviewed, analyzed, managed, business requirements from customers & stakeholders and worked with the business & technical teams to clarify functional & technical requirements.
* Used MS Project Professional in developing a schedule, assigning resources to tasks, tracking progress, managing the budget, and analyzing workloads.
* Documented As-is and To-be documents through detailed proposals, functional & data business requirements, process flows, use cases, information needs, test scenarios, and obtain functional design specification approvals using Confluence and used MS SharePoint for centralized information access and networking throughout the organization.
* Mapped business processes As-is and To-be state to identify potential underlying weaknesses or improvements, to improve efficiency, process agility, enforce best practices and standardization, and to achieve transparency and competitive advantage through BPM (business process modeling).
* Used MS Visio, Lucidchart or ProcessMaker to map and manage business processes by creating business process flowcharts, business process model and notation (BPMN 2.0), and data flow diagrams (DFD).
* Used Slack/Microsoft Teams for team collaboration, and to securely navigate information to either channels or private message from all the connected software tools and services.
* Developed detailed functional & technical requirements including testing scenarios that can be used to develop internal design specifications for systems and/or services. Conducted Walk-thru sessions at various levels for requirements review and approval.
* Partnered with product management counterparts to ensure that the functional requirements deliver on the business objectives defined in project charter/business cases and with SMEs to document and translate BRD’s to SRS or technical requirements.
* Analyzed/understood business challenges, requests, and project goals; map current business processes to the new system or service, determine interface requirements, and resolve any issues which may affect the business process.
* Performed ad hoc analysis to quickly solve time-sensitive operational issues and business requirements.
* Monitored and tracked JIRA board, created tickets, deployment versions, delivery notes, handled issues/bugs/tasks arises, and updated Confluence documents. Ensured delivery of project and enhancement requirements meet the requirements defined by the business customer and accountable for ensuring training needs are met for new or existing applications.
* Created automated test cases, test scenarios, and data management using Riversand and Riversand Testrail.
* Written Behavior Driven Development (BDD) test cases, simple to structured test cases and test scenarios for automation testing and created Requirement Traceability Matrix (RTM) to better serve QAs for testing; executed ad-hoc test cases or test cycles in JIRA using a test management plug-in Zephyr Scale.
* Served as a liaison to other teams in planning, coordination, development and deployment of multi-team enhancements or projects and assisted in defining measurable success criteria, developing, and reviewing documented test plans, and coordinating of User Acceptance Testing (UAT).
* Managed the UAT process by performing test case validation, reviewing results with development and automation teams, coordinating business testing, and obtaining business approvals on UAT for scheduled deployment using proprietary tools.
* Worked at the cross-section of teams to investigate and resolve issues and bugs across the platform. Responsible for managing enhancement requests, gathering requirements, working with the development and automation teams to ensure required functionality is delivered and UAT with business customers.
* Conducted Gap analysis to analyze the as-is and would be state of the business and design end to end solution for the client and plan for integration, confirmed technical feasibility of the solution by understanding the context of different clients to suitably structure solution implementation.
* Provided guidance in creating solutions for the gaps. Used Microsoft Dynamics CRM workflow technology to automate business processes and obtained approval and validation on a solution developed.
* Gathered, filtered, sorted, and analyzed large sets of data from internal systems using SQL and MS Excel. Utilized Atlas with MS Excel to easily access, analyze, operational reporting, uploading and task automation.
* Utilized MS Excel functions such as SUMIF, COUNTIF, Timestamp, VLOOKUP, Excel Macros, and Pivot table to report Data and Marketing progress at the end of each week to develop an improved company marketing strategy.
* Gathered, sorted, created, and modified data using SQL Queries to update or retrieve data from a database and created reports, dashboards and analyzed data using tools like QlikView, IBM Cognos Analytics, Power BI (Power Query & Power Pivot) and Tableau to visualize the data and provide accurate and meaningful business insights to clients and executives.
* Sound knowledge of data warehousing concepts like data marts, dimensional data modeling, data flows, data mining, and performed Data Validation during the data transaction - ETL process.
* Used Postman to read, test, and modify APIs for collaboration, test creation, automation testing, and continuous integration.
* Assisted with implementing and facilitating Change Management within assigned projects.
* Knowledge Management (KM) – Created mock-ups, presentations, work instruction manuals, etc. and shared them on the organization MS SharePoint site.
* Created UI mock-ups and field level specifications when necessary to define specific reports, screens, or other application functionality.
* Helped train users in the functionality developed and created User training and Production deployment QRG report using Figma.
* Worked with the technical analysts to ensure that the delivered system matches the functionality specified. Ensured business satisfaction with IT services and products; understand and communicate user expectations. Worked across the organization to develop product and process that deliver value to the business and stakeholders.

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| **U.S. Bank** | **March 2019 – Sep. 2019** |
| **Financial Business Analyst/Data Analyst** | **Portland, Oregon** |

* Leading multiple projects for financial data analysis, reporting and dashboarding.
* Responsible for working with the client to capture and document the project requirements including Business Requirements, User Requirements, Functional and Financial requirements and Quality of Service Requirements.
* Liaison with the business community to define business requirements and analyzed possible technical solutions.
* Skilled in conducting and facilitating requirement gathering activities to gather **SMART** (Specific, Measurable, Attainable, Realistic and Timely) requirements using diverse elicitation techniques including but not limited to, interview, requirement workshops, prototyping, survey/questionnaire, JAD sessions and brainstorming.
* Employed various tools and techniques for scope definition, organizational impact analysis, business process mapping, and requirements definition and assisted in the initiation, conducting, and coordinating studies and analyses on IT operations, resource allocation, financial reviews, and analyzing programs to ensure that program goals and work plans are on target.
* Participated and assisted in the preparation of the annual business plans for the assigned IT functional areas and coordinates contract or resource management efforts including making recommendations based on analysis work.
* Organized business and end user meetings for discovery, business needs gathering and gap analysis.
* Developed budget and strategic plans for the day-to-day operations and identified improvement changes regarding key processes for internal controls and key processes.
* Proficient in requirement management, sprint planning, issue/incident tracking using tools like **JIRA and ServiceNow.**
* Developed a solid understanding of customer requirements, applied industry best practices and knowledge of ServiceNow to design an optimal solution that supports the business process that meets functional requirements.
* Implemented client processes using ServiceNow workflows and functionalities.
* Well versed with writing basic **SQL queries** to integrate and extract data for financial analysis and reporting.
* Extensively working on MS Access, MS Excel (SUMIF, COUNTIF, Timestamp, VLOOKUP, Excel Macros, Pivot tables), MS Word, PowerPoint, SQL, and MS Project.
* Created Custom objects and fields- leads, marketing, campaign, dashboard, sales, account, etc. in **Salesforce CRM.**
* Configured security and organizational hierarchy for sales for **Salesforce CRM** implementation. Configured Reports for custom objects and associated them to Dashboard.
* Utilized forecasting tools to analyze revenue variance, business pipeline, and industry trends (**Power BI, Tableau, and Cognos Report Studio**) and presented high-level financial reporting models to department VP’s.
* Executed core financial processes including vendor setup and payment, operational expenses, administration of bank accounts, and account reconciliations.
* Performed spending analysis and conducted monthly information workshops to educate new and potential clients about bank products.
* Met accounting financial standards by providing accounting department annual budget information. Prepared revenue accrual and reversing general ledger journal entries and reconciling general ledger accounts, submitting month-end closing reports. Conducted feasibility analysis of project NPV, demographic dynamics data.
* Coordinated with the different segments within the organization to understand the structure, policies, and operations, and to recommend solutions that enable the organization to achieve its goals.
* Coordinated activities between the business unit and technical staff, developing new methods, policies, and procedures to meet the business needs, and acted as a primary trainer in the education of the business unit as it relates to business applications.
* Multitasking, managing, and coordinating complex client-facing engagements concurrently while maintaining client service levels and timelines.
* Prioritizing new features and functionality based on business needs and identified and documented best practices for the product offering.
* Resolving issues and demonstrating good interpersonal skills, both oral and written.
* Prepare and deliver end-user training on new enhancements and features and the ServiceNow platform.
* Used **Slack** for team collaboration, and to securely navigate information to either channels or private message from all the connected software tools and services.
* Assisting Managers in the month-end close process, handling multiple projects with the ability to learn and apply new concepts and tools quickly, providing recommendations for improvement on current financial procedures, developing controls to ensure all applicable revenue is billed or recognized, overseeing the accounting, costing, and billing.

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| **Cypress Trust Company (Financial Services)** | **Aug.2018- Feb.2019** |
| **Financial Business Analyst/ Business Development Officer** | **Palm Beach, Florida** |

* Business Development- Responsible for Marketing programs, Brand management and Business Development in coordination with the Managing Director to achieve revenue goals.
* Payments - Complete daily processing procedures including batch and balancing responsibilities. Reverse payments and assess non-sufficient fund fees. Post extension transactions, waive and reallocate fees.
* Document Management – All the records i.e., client data, portfolios, financial, legal notes, client notes, etc. are stored and efficiently managed using **NetDocuments**.
* Financial Records- Gathered, filtered, sorted, and analyzed the current and past budgets, expenses, and revenues to provide recommendations for business growth and problem resolution using **MS Excel**.
* Budget Tracking- Prepared the annual marketing budget and track the expenses against the budget using MS Excel.
* Created plans and budgets to establish benchmarks for future performance by tracking current performance with **Variance Analysis.** (service/cost vs budget, actual vs. the previous year, forecasting year-to-date monthly variance reports).
* Client Management- Developed in-depth knowledge about business development practices, marketing activities, prospective clients and industry trends and develop business proposals for new and existing customers.
* Participated in industry forums, client discussions, and conferences as a representative of the organization and maintained a knowledge repository of clients, referrals, **RFI** (Request for Information), **RFP** (Request for Proposal), **RFQ** (Request for Quotation), prospects, and presentations.
* Helped clients navigate interactions with tax authorities and legal concerns related to financial and estate matters.
* Client Meetings- Explained prospective clients about the advantages of the services offered and follow up with them to close the business deals.
* Contact Center management – Used **RingCentral** to facilitate business communications to improve customer satisfaction by providing quality training and audit feedback to staff.
* Analyzed, interpreted, maintained, and reported all historical and current statistics of billing reports, call audits, etc. collected from assigned users.
* Customer Service- Responded to the client queries regarding the services in a timely fashion.
* Developed creative strategies to retain the clients including interviewing them to take their feedback and incorporate it into the growth plan.
* Content Management System (CMS) – Created, edited, and managed company’s website content from ideation to deployment on **WordPress.**
* Assisted with the planning, implementation, development and/or servicing of new marketing ideas for investment partners & internal teams.
* Prepares and assists in the development of materials/findings both internally and externally for the marketing communications area he or she supports.
* Digital Marketing- Assisted in the company’s branding and media communication activities such as press releases, advertisements, marketing collaterals, and website. Managed and marketed Company’s brand on social media sites such as Google, Facebook, Twitter, and Instagram.
* Took ownership of existing paid search programs and expand keyword coverage, develop compelling ad copy, and optimize **Google AdWords**.
* Monitored and administer web analytics dashboards, reports, and key reporting tools, and point out key areas of importance in accordance client goals.
* Formulated and executed analytics strategies, analyzed, and reported the latest industry trends for business implications, reviewed and maintained reporting solutions using **Google Analytics** and **Yext.**
* Developed reports, dashboards and visualizations that empower decision-makers using **Cognos Report Studio** and **Tableau.**
* Market Study- Researched the market for identifying new business opportunities. Determined cross-service opportunities among different offices.
* Conducted JAD sessions to allow different stakeholders to communicate their perspectives with each other, resolve any issues and come to an agreement quickly. Organized sprint review, sprint planning and daily scrum call according to Scrum methodology.
* Performed feasibility, adaptability study and Risk analysis to identify the critical business areas from user perspective.
* Administration- Developed strong client relationships to generate a high volume of prospective clients. Managed client calls and appointments effectively for new opportunities. Supervised the client relationship management database and utilize it to manage client contacts and mailing lists.
* Leadership- Assisted with implementing and facilitating **Change Management** within assigned projects. Hire, train and guided the marketing and business development, associates.

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| **DCI Resources, LLC** | **Sep. 2016 – June 2018** |
| **Jr. Business Analyst** | **New Haven, Connecticut** |

* Researched, coordinated, and assisted on digital marketing initiatives and campaigns on behalf of DCI.
* Formulating preliminary digital marketing goals, benchmarks, and strategies.
* Establishing an Account Management Plan for reverse referral partners.
* Organized information tables and events, covering DCI’s accelerated IT training programs in Connecticut.
* Budget Reporting – Assisted in the reporting and monitoring of departmental budgets. Assisted in the budgeting process and **Variance analysis.** (Service/Cost Vs Budget, Actual Vs. The previous year, Forecasting year-to-date monthly variance reports)
* Completed daily cash functions like account tracking, payroll and wage allocations, budgeting, donating, sponsorship, and all types of cash and banking reconciliations.
* Utilized **MS Excel** to filter, sort, analyze, monitor, and track large sets of data using shortcut functions, pivot tables, and charts to visualize and forecast future performance.
* Strengthened financial management process to bring errors to near-zero in reporting, payroll administration and general bookkeeping.
* Formulated new approaches to the expansion of DCI on various social media platforms.
* Outreached to organizations in Connecticut, who would benefit from their student body/participants/population being provided with free IT training, fully funded through various Department of Labor grants.
* Introductory instruction to DCI students, in Microsoft Office, Project and Data Management.
* Conducted seminars, mock-interviews, and personal development classes.

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| **University of New Haven** | **Nov. 2016 – May 2018** |
| **Graduate Administrative Assistant** | **West Haven, Connecticut** |

* Oversaw the daily operations of the office and information desk.
* Assisted with supervising and evaluating students at the information desk.
* Coordinated customer service functions including information desk management, university operator interactions and related tasks.
* Tracked and maintained student reports and statistics.
* Followed-up with fellow staff on issues addressed within daily reports and forms.
* Served as liaison with other campus departments, students, and staff.
* Represented Office at various student/staff meetings, student organizations, social events, presentations, orientation, and information sessions.
* Coordinated and/or assist with special events and activities as necessary.
* Trained and mentored new or co-workers with office operations and working.

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| **Concept Public Relations India Ltd. (Media Industry)** | **April 2013 – Aug. 2016** |
| **PR Communications Executive/Subject Matter Expert (SME)** | **Hyderabad, India** |

* Additional responsibilities were invested as a **Subject Matter Expert** (SME) within 7 months of my term and have been trained as a BIU after a year as PR.
* Solid in-depth media industry knowledge including analyzing business opportunities and offering practical and innovative solutions, conducting financial analysis, pricing strategies, promotional activities, and advertising and sales initiatives.
* Delivered business-critical news and information that can be used by leading corporates across industries to gain and maintain their competitive edge.
* Empowered clients’ PR and Communication teams to make informed decisions by using software solutions and regular manual interventions enable to track news across print, electronic and online media platforms, pan India.
* Keen research analysis on data monitoring, media monitoring allowing client partners to keep their ears to the ground, ensuring they get a fair value competition and can capitalize on opportunities while minimizing risks.
* Carried out strong program management and execution skills for data-oriented service development through technical interactions with partners/clients in a technical capacity for scope/ approach & deliverables.
* Budgeted & forecasted the annual business plan for the division, rolled out of regional performance parameters and monitored monthly performance and **Variance analysis**.
* Prepared review presentations on an ongoing basis for management reviews and acted as a solution expert in larger campaigns/projects and had an advisory role on best solutions.
* Reported analytics and trending data for management consumption through various analyzed reports on key business parameters to facilitate decision making.
* Coordinated with marketing and media departments to build innovative marketing strategies for the company and assisting in projects related to sales initiatives and business development.
* Analyzed contractual commitments, specifications, design changes, etc. to plan and develop program activities from the conceptual stage through delivery.
* Established and maintained networks with professional networks and subject matter experts.

**EXTRACURRICULAR ACTIVITIES**

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| **University of New Haven** |  |
| Vice President of Diversity and Inclusion, at Graduate Student Council | May 2017 – May 2018 |
| Cultural Committee member, at Indian Student | May 2017 – May 2018 |
| Member of Student Conduct Board | May 2017 – May 2018 |
| Vice President of Education, at UNH Toastmasters Club | May 2017 – May 2018 |
| International Peer Mentor | May 2017 – May 2018 |
| Graduate Student Showcase | April 2017 |
| Volunteer for STEM Career Fair | February 2017 |
| IOPACT Case Consulting Competition | November 2016 |