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| PRAJWAL NIRAJ LAWANKAR |

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# Profile

# Engineering Management graduate passionate about leveraging data-driven strategies to optimize financial systems and branding operations. With experience as a Mainframe Development Engineer (Scrum Team) at ABN AMRO Bank and as a Branding SME for the Sony-ZEE Merger, I specialize in business analysis, process optimization, and technology integration. My expertise spans financial data reporting, CRM strategy, Agile methodologies, and AI-driven educational systems, enabling me to deliver efficient and scalable solutions.

# Experience

## Crew Member| McDonald’s, York| November 2023 – present

* Delivered exceptional customer service to over 500 customers daily, maintaining a 95% satisfaction rate.
* Implemented waste reduction strategies, decreasing operational waste by 30%.
* Recognized for hospitality, teamwork, and performance in a fast-paced, high-pressure environment.

## Branding SME | Tata Consultancy Services, India | January 2023 – JUly 2023

## Developed CRM integration strategies to improve customer retention and operational efficiency.

## Designed data-driven branding strategies, ensuring a smooth post-merger transition while maintaining brand equity.

## Conducted business analysis to identify CRM system gaps, implementing solutions for better alignment with customer expectations.

## Optimized workflows to align branding strategies with corporate objectives, enhancing market positioning.

## Mainframe Development Engineer | Tata Consultancy Services, India | September 2021 – January 2023

* Optimized financial data reporting workflows, leading to a 20% improvement in reporting speed and a 15% reduction in system downtime.
* Ensured regulatory compliance in investment data reporting while enhancing data extraction and processing.
* Collaborated in an Agile Scrum environment, aligning business architecture with technology.
* Developed asset management models to improve system safety and operational efficiency.

# Education

MSc Engineering Management | University of York, York, United Kingdom | 2023-2024

B.E. Electronics and Telecommunication Engineering | Ramrao Adik Institute of Technology, Nerul, India | 2017-2021

**Relevant coursework:** Database Management Systems, Business Analysis & Process Optimization, Research Methods & Analysis, Operations Management.

# Technical Skills

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| **Programming Languages:** Python, SQL, COBOL, JCL  **Data Visualization Tools:** Power BI, IBM SPSS  **Database Management:** MySQL, PostgreSQL  **Data Analytics:** Statistical Analysis, Data Cleaning  **Other Tools:** Microsoft Excel (Beginner) |

# Key Expertise

* Technology Integration & AI in Education
* Branding & CRM Strategy
* Core Data Reporting & Financial Compliance
* Agile Methodologies
* Strategic Decision-Making

# Certifications

* Leading and Innovation | Project Management Institute (PMI) 2023
* Google’s Crash Course on Python | Coursera 2020