



Gaurav Dutt Chauhan

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Photography Blog: <https://atthefairblog.wordpress.com>

Objective

Quality is a culture, expressed in my commitment & interaction with the customers and responsiveness to their needs & expectations, integral and un-compromised part in the products and processes I deliver to them for enhanced productivity, cost savings and faster time-to-market.

Education

MBA (ICT) | 2009 | UNIVERSITY OF SOUTH AUSTRALIA

· Major: Information and Communication Technology Management

BIT | 2003 | MANIPAL ACADEMY OF HIGHER EDUCATION

· Bachelors: Information Technology

MCP | 2004 | MICROSOFT CERTIFIED PROFESSIONAL

Windows 2003 Platform

Skills & Abilities

- Highly accomplished Analyst with over 5 years of experience successfully handling projects in various domains viz., IT Applications, Web Development and Mobile.
- Diversified accomplishments in system design and development required for business process, including UML, Use Cases, and Process Flows, Flow Charts, and requirements conceptualization and responding to RFP's.
- Expertise in achieving cost-effective production with increased quality.
- Highly accomplished with a verifiable track record in fields such as analysis and gathering, for various projects based on Graphic Design, Database, Front End Development, Content Management System, e-commerce etc.
- Comprehensive proficiency in testing business applications to ensure that all the requirements are incorporated into the design.
- Proficient in preparing business and system requirements, project management, budgeting and planning, BRD and SRS documentation.
- Quick learner and excellent team player, ability to meet deadlines, execute and deliver critical projects on time, cold calling, generating leads with clients all verticals.
- Managing Digital Marketing brand campaigns including creative development, website revamping and microsite development, newsletter marketing, email marketing, creating and monitoring social media strategies and executive plans that cultivated audiences, increased web presence and enhanced web awareness. Handling day to day Search Engine Marketing activities including campaign planning, budget management, performance review and optimization. Well versed with SEO, SMO, PPC, Facebook Ads and Google Adwords.
- Demonstrated mastery in facilitating evaluation of requirements for business application integration and service activation. Possess Agile Mindset by establishing continuous deployment processes through bringing development teams to higher level of performance.

Experience

BUSINESS ANALYST | NOVIRE TECHNOLOGIES P. LTD | JULY 2016- PRESENT

- Conducted Business Requirements Gathering sessions in the form of questionnaires and business scenarios with the end users, subject matter experts (SME) and the developers.
- Analyzed and documented the business requirements, meeting minutes, responses to questionnaires and got approval of the documents from the client in the form of sign off.
- Developed various use cases, workflow, screen mock-ups, and conversion requirements.
- Conducted risk engineering to derive and execute action plans on time.
- Responsible for testing the entire application with Manual and Automated Strategies.
- Created Test Plan and Test Case Templates for testing the entire application.
- Responsible for performing Functional, Integration, Performance Testing and End to End testing. Involved in quality assurance phase planning, coordination an implementation of QA strategy for overall project.
- Performed user acceptance testing (UAT) to validate user requirements and expectation.
- Monitored project status to ensure progress toward completion, required procedural steps are completed fully and timely, participants are informed of progress. Tested the customer service management module in Amdocs.
- Provided Systems Testing & Integration for the Ensemble and Enabler modules of the Wireless Amdocs Billing System.
- Conducted JAD sessions with management, SME, vendors, users and other stakeholders for open and pending issues. Implemented SOA concepts (search oriented architecture) for the application and implemented search engine based techniques.
- Created documents of the use cases and created the use case, activity, logical, component and deployment diagrams using MS Visio to communicate clearly with the development teams. Designed Data Flow Diagrams (DFDs), Entity Relationship Diagrams (ERDs) and web-page mock ups using modeling tools.
- Appointed by senior management to work on process efficiency that would help the team reach their quarterly goals of reduction in breaks. On joining the team, created a macro system to streamline the process of cash settlements. Created the dynamics and mechanics of two major macros and programmed for large settlement database every month and for settlements on a daily basis.
- Maintained documents for change request and implemented procedures for testing changes.
- Managing Digital Marketing brand campaigns including creative development, website revamping and microsite development, newsletter marketing, email marketing, creating and monitoring social media strategies and executive plans that cultivated audiences, increased web presence and enhanced web awareness. Handling day to day Search Engine Marketing activities including campaign planning, budget management, performance review and optimization. Well versed with SEO, SMO, PPC, Facebook Ads and Google Adwords.

SENIOR BUSINESS ANALYST | SILVERTOUCH TECHNOLOGIES | FEB 2015 – NOV 2015

- Project requirement gathering, client interaction and scope documentation.
- Project briefing to the technical team. Providing significant inputs related to project specifications, documentation, summary, objectives and client expectations.
- Acting as a liaison/bridge between the client, business, testing and technical teams.
- Business analysis, project analysis, quality check, and interaction with client while project delivery. Scrutinizing economic and market data and customizing the appropriate information received from primary, secondary and published sources
- Client relations and reporting to Business Head or Director.
- Improvement of Sales Material, developing SRS document, flow charts, UML Diagrams, Wireframes and Site Maps.

- Analyzing economic and market data, compiling information from primary/secondary/published sources, prospecting, working on pitches
- Facilitating development and marketing of new products/services
- Gaining and displaying expertise in the Ecommerce business, developing deep product knowledge
- Developing awareness about technical innovations happening in the industry
- Managing Digital Marketing brand campaigns including creative development, website revamping and microsite development, newsletter marketing, email marketing, creating and monitoring social media strategies and executive plans that cultivated audiences, increased web presence and enhanced web awareness. Handling day to day Search Engine Marketing activities including campaign planning, budget management, performance review and optimization. Well versed with SEO, SMO, PPC, Facebook Ads and Google Adwords.
- E-governance

SENIOR BUSINESS ANALYST | NIBIRU SOLUTIONS | FEB 2014 – JAN 2015

- Carried out client accounts with respect to sales and services including cold calling and generation of leads and converting leads into customers.
- Accountable for analyzing and planning business projects
- Offered relevant product information to clients and managed existing clients service requests and responding to RFP's
- Carry thorough new processes such as gaps in current business and rectified those issues through organizing new processes
- Dispatched business proposals to clients and administered analysis and implementation of several IT projects
- Proactively managed the responsibilities like Revenue Generation, Profitability, Market Share and Customer Satisfaction
- Maintained good working relationship with new and existing clients
- Liable for formulating marketing strategy and presented the demo at client location
- Performed a requirements analysis
- Project briefing to the technical team. Providing significant inputs related to project specifications, documentation, summary, objectives and client expectations.
- Acting as a liaison/bridge between the client, business, testing and technical teams.
- Collaborating with technical team, project manager and QA team with active coordination in project development process following SDLC methodologies.
- Business analysis, project analysis, quality check, and interaction with client while project delivery.

BUSINESS ANALYST | KARAN & NASIR PVT. LTD | JAN 2010 – DEC 2013

- Managed the analysis and implementation of several large IT projects.
- Vendor Management
- Analysis & design for a web-based adaptable workflow system for use across the business to streamline endorsement procedure for administrative processes
- Operational Process Flow Reviews.
- Client Servicing

Project Undertaken

- **Title: Competition Commission of India**

Environment: .Net Framework, PHP 5x Programming, Apache2x Server, MySQL Server Database

Summary: The main objective of the project is to develop a website in which a user can file their cases through online, and will submit necessary documents as well as review their status online

- **Title: Indian Navy International Fleet Review**

Environment: .NET Framework 4.0 (ASP.NET & VB.NET/C#) Windows Sever 2008 Platform, Android SDK 2.2 with Eclipse Indigo, IOS SDK platform, Windows Platform, Web Portal MS SQL 2008 Server Database, SQL Lite

Summary: This application is used to develop and organize a comprehensive web portal to present the event as well as carry out event management through this portal. Indian Navy will be hosting an international event called "International Fleet Review 2016" in early 2016

- **Title: Kendriya Sainik Board**

Environment: Cutting edge technology – CMS will be developed from the ground up using .NET 4.0 framework, MS SQL 2008 R 2 Server database for Windows 2003/2008 server platform, Usage of DHTML (JavaScript) functions in User page creations

Summary: Used to formulate and implement various government policies for the welfare of Ex- Servicemen (ESM) and their dependents. This application can provide financial assistance to eligible ESM under various schemes and assists in Redressal of their grievances

- **Title: National Commission of Schedule Tribes**

Environment: Cutting edge technology – CMS will be developed from the ground up using .NET 4.0 framework, MS SQL 2008 R 2 Server database for Windows 2003/2008 server platform, usage of DHTML (JavaScript) functions in User page creations

Summary: NCST wants to redesign their current website (www.ncst.nic.in) with new look and feel and added features. New website will be developed in .Net Platform with Content Management System. Website will have auto archival system, internal search and uploading new content.

- **Title: International Institute of Information Technology**

Environment: .NET Framework 4.0 (ASP.NET & VB.NET/C#) Windows Sever 2008 Platform, MS SQL 2012 Server Database

Summary: Used to emerge as India's prime incubator for innovation and research, and to foster technical talent of global standards

- www.dentalimplantsorangecountydentist.com

- SEO & SMO. On Page Optimization Activities
- Initial Site Condition Checks (Website Analysis)
- Theme & Sub-theme based Keyword Research and Finalization
- W3C validation of website as per web standards
- Make SEO Friendly URL Structures
- Meta tags finalization & implementation for existing pages
- Existing page optimization including body text, images, headings, alt, url's, etc.
- HTML, XML Google sitemap development and submission
- Robots.txt Creation (If not found)
- Creation on new optimised pages like Article, Links, etc.
- Revised & continuously updated Meta-tags
- Website load time optimization
- Off Page Optimization Activities

- Search Engine Submission
 - Article Submissions
 - Directory Submissions
 - Social Book markings
 - Blog Posting & Commenting
 - Press Release Submission
 - RSS Submission
 - Video Submission
 - Classified Ad Submission
 - Local Business listing
- www.myhookah.ca, www.MeyHouse.co.uk, www.GreeleyHatWorks.com, www.BattleBerries.com, www.FanDotBrand.com, www.WestmarkHomesCo.com, www.OldBoatyard.co.uk, www.SilvermanInsurance.ca, www.MechanicalServicesCo.com, www.DanLeuschen.com, www.ColoradoCandlelight.com, www.ErnestCookTrust.org.uk, www.MyFMIndia.com.
- SEO & SMO, Google Adwords and Facebook Ads. Complete website revamping and design.
- Ecommerce
www.DanasBakery.com, www.toya.be, www.babyonline.com.sg, www.LucinaCare.com, www.arearugstyles.com, www.GreeleyHatWorks.com, www.Thermocover.com.au, www.CruiseMasters.in, www.GIO.in, www.i-wannaparty.com
 - Indian Youth Card (<http://www.indianyouthcard.com/i/>)
Complete website revamping and digital Marketing
Mobile App Development and Design with every functionality of the website.
 - Y Study (www.ystudy.in)
Complete website design and development and marketing initiatives.

Competencies

- | | |
|---------------------------------|-----------------------------------|
| • Strategic Planning | • Process Optimization |
| • RFP/ Proposals/ Business Case | • Project Management |
| • Use Cases and Wireframes | • Methodology Formulation |
| • E-Commerce Consulting | • Business Process Re-engineering |
| • Analysis and Work Flows | • Risk Assessment & Analysis |
| • Situation Assessment | • Business Solutions |
| • Competitive Analysis | • Data Modeling |
| • Requirement Gathering | • Pre-Sales Consulting |
| • Client Interaction | • Team Management |

Technology Understanding

- Programming Languages: PHP, Microsoft .Net Applications using C#, ASP.Net and Vb.Net
- Graphics: Photoshop, Illustrator, Corel Draw, In Design

- Database: My SQL and MS SQL
- Front-end Development: XHTML, HTML5, CSS2 and CSS3, Responsive development, Content Management System: Word press, Joomla, Drupal, Magento, Silver CMS
- e-Commerce Packages: Magento, Zen Cart, Joomla Virtue mart, Word press Woo Commerce, Open Cart, Big Commerce

Languages

- Fluent in English, and Hindi
- Scored 7.5 bands in IELTS

References

- Available Upon Request