

SONAM BAJAJ

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Business Analysis || Project & Team Management || Product Improvement Consultant

A highly motivated and result-oriented experienced professional with proven record of Managing complex IT projects, Requirement gathering, Client interaction, Product and process designing. Proficient in handling multiple priorities, with a bias for action, & genuine interest in personal and professional development. Worked on integrated suite of software applications and in several domains pertaining to Franchise, CRM, Lead management, Finance, POS & QuickBooks, Marketing, SCM, Social Media, Training, Operations, E-commerce.

Professional Profile

- ☐ An experienced professional with 2.5+ experience in Business Analysis, Client relationship management, Project management, Product design, Process improvement and re-engineering
- ☐ **Languages Known:** English, Hindi, Basic French
- ☐ **Business Analysis:** Extensive knowledge in extracting, analysing & understanding business requirements & documentation
- ☐ **Client Relationship Management:** Maintaining constant relationship with customers, trainings understand their business needs and provide support
- ☐ **Project Management** — Defining the project objective, feasibility analysis, coordinate & lead teams, map out timelines, project scope and work prioritization
- ☐ **Product Consultant :** Implementing new products and process, suggest suitable solutions and product enhancements for achieving organizational excellence
- ☐ **Quality Analyst:** Validate requirements, UAT Reviewer, and perform usability testing
- ☐ **Solution Architect:** Implemented new products and process, suggested appropriate solutions and base product enhancements for achieving organization excellence

Employment History

Business Consultant (Dec 2013 - June 2014)

RateGain IT Solution ☼ Noida, India

- ☐ Product Redesigning : Re-designed **BrandGain**, a brand engagement solution for the dynamic Hospitality industry.
- ☐ Technical consultant: Act as liaison between development team, end users, and stakeholder and guide them for best solution after analysing problem to significant depth.
- ☐ Defined user requirements through use cases using agile and implementing new IT product for Food & beverage industry. Worked closely with Marketing and Sales team to help them grasp details about products to reach target audience, as well to create marketing collateral for marketing and branding.

Business Analyst (Feb 2011-Jan 2013)

FranConnect India Software Pvt. Ltd. ☼ Noida, India

- Communication/Account Manager: Managed and worked with 170+ Client across the globe singly handed, saving firm approx **\$0.5M** over an additional Manpower. Skilful communicator capable of managing Client engagements during the entire project, attain their business target and deliver Franchise system aligning with their Business model
- Team Player/Leadership : Lead the team of 5 people, researched, effectively designed and implemented Audit/Quality Inspection section and lead Conversion Report after getting go-ahead from Management
- Conducted successful data porting from various systems such as Salesforce, EMOS. Also, standardized process, saving time and cost by 30% over each manual porting work
- Developed Clients' systems upgrade process, release process efficiently, resulting in bringing follow-up work.

Educational Background

2010 MBA (Full-time) ☼ Cardiff Business School, Cardiff University, Cardiff, U.K.,

- *Thesis:* **“Supply Chain Flexibility”** (A case study of ‘UK Travel & Tourism Industry’)
- *Project:* MBA Business Plan **“ECO COVER”** (Sustainable Green Roof business)

2009 B.Tech. (Computer Science) ☼ Amity University, Noida, India

- *Internship:* HCL Info-system India, , India (Summer 2008)
Project: Banking Management System in ASP.net and MS office access database. Employee and Customer Management, Enquiry Handling and Search feature
- Certified in Corporate Communications, Amity University
- Certified in Psychology and Allied sciences, Amity School of Engineering & Technology