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AJITHRAJ SELVAM

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Dedicated professional with a proven track record of effectively working with customers, providing training, resolving issues, and managing projects. Skilled in data analysis, process improvement, stakeholder engagement, and project management. Seeking to contribute expertise to a dynamic team.

WORK EXPERIENCE

Data analyst

12/2021 to Present

UCLAN Professional service

Preston,UK

* Conducted data analysis across multiple sources, including data warehouses and student systems.
* Investigated student data to identify trends and patterns for informed student engagement strategies.
* Managed student attendance monitoring for UKVI Immigration Compliance.
* Visualized analysed data using Power BI and Tableau for academic strategies.
* Coordinated with stakeholders to enhance student performance through data-driven insights.

Business Analyst - Support

11/2019 to 12/2020

MSC Technology

Chennai,India

* Managed major projects and coordinated development teams based on stakeholder needs.
* Handled workflow applications (I Track, XA link, OVA, ServiceNow, ITPS).
* Responded to stakeholder queries promptly using SNOW application.
* Conducted research for business evaluations and prepared detailed BRD documentation.
* Demonstrated leadership, time management, and effective communication skills.
* Worked directly with customers to understand their usage patterns and configurations of applications.
* Provided proactive communication and issue resolution, ensuring customer satisfaction.
* Conducted training sessions on new releases and changes, enhancing user understanding.
* Collaborated with Technical Account Manager and cross-functional teams for timely deliverables.

Program Co ordinator

06/2018 to 01/2019

Pulsus group

Chennai,India

* Successfully managed an international conference event with a diverse participant base, contributing to revenue generation.
* Implemented effective SEO strategies, resulting in improved event visibility through indexing on relevant blogs and websites.
* Utilized Email marketing techniques to target potential attendees, optimizing client invitations by sorting their IDs from various journal websites.
* Conducted thorough market research to analyze ongoing studies related to the conference topic, leading to the creation of engaging content and posters.
* Leveraged CANAVA application to design and produce conference materials, subsequently uploading them to the event website for promotion.

SKILLS

Customer Relationship Management   - 2 years

Training and Education   - 2 years

Data Analysis and Visualization (Power BI, Tableau)   - 1 year

Project Management (Agile)   - 2 years

Stakeholder Engagement   - 2 years

Communication and Collaboration   - 3 years

EDUCATION

University of Central Lancashire
Master's
Master of Business Administration
Preston,UK
01/2020 to 01/2023

Bachelor of Technology
Bachelor's
Biotechnology
Chennai,India
06/2014 to 04/2018