

Sreeja Penke

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Citizenship: United States

SUMMARY

Data-driven Analyst with experience across business analysis, product insights, and market strategy. Skilled at translating ambiguous business problems into actionable insights, partnering with cross-functional teams, and driving measurable impact through data, Agile delivery, and strategic analysis across multiple industries.

EXPERIENCE

Bridge Logix Solutions LLC

Business Analyst

Remote, USA

Sept 2024 - Present

- Led requirements gathering for 4+ client IT projects, partnering with clients, product owners, and developers to translate ambiguous business needs into functional specifications and user stories, enabling 100% on-time sprint delivery.
- Reduced rework by 20% by using AI-driven scenario analysis and stakeholder walkthroughs to surface edge cases and scope gaps early in the project lifecycle.
- Owned and managed 30–50 user stories per project in Jira, writing clear acceptance criteria and maintaining backlog health across 3–5 concurrent Agile projects.
- Supported sprint planning, backlog grooming, and UAT coordination, ensuring alignment between business priorities and technical feasibility.

Goodera

Business Analyst Intern

Remote (Global)

June 2022 - July 2023

- Analyzed performance data across 100+ client events, identifying operational inefficiencies and recommending process improvements that increased client satisfaction by 10%.
- Delivered actionable insights on participant engagement and event quality through structured reporting, influencing senior management decisions on program design and resource allocation.
- Collaborated with cross-functional teams to streamline pre-event workflows and optimize booking processes, reducing turnaround time by 20% and supporting initiatives that boosted event ratings by 25%.

PROFESSIONAL PROJECTS

Marriott Hotels & Resorts

Market Analyst

Boston, MA

Jan 2024 – Mar 2024

- Executed SEO/SEM campaigns using SEMrush and keyword performance tracking, increasing website traffic by 30% and conversions by 12%, enhancing the digital presence of Moxy, W, and Aloft brands.
- Conducted market research using social listening, competitor analysis, and customer interviews, refining messaging and personas and increasing engagement by 40%.

CERTIFICATIONS

Career Essentials in Business Analysis – Microsoft & LinkedIn

Atlassian Agile Project Management Professional Certificate – Atlassian

Lean Six Sigma White Belt Certification – Six Sigma Online

SKILLS

Technical Skills: Microsoft Excel (PivotTables, VLOOKUP, advanced formulas), PowerPoint, Tableau, SQL, Jira, Confluence, Google Analytics, Agile Methodologies

Domain/Analytical Skills: Data Analysis, Market Research, Consumer Analytics, Product Development, Strategic Planning, Project Management

Soft Skills: Communication, Leadership, Problem Solving, Presentation Skills

EDUCATION

Boston University | M.S. Management (STEM)

Dean's Scholarship

Business Strategy, Financial Reporting, Product Management, Project Management, Data Visualization, Quant Methods, Entrepreneurship, Data Management, Business Impact Modeling

BITS Pilani | B.E. (Hons.) Civil Engineering

Principles of Management, Principles of Economics, Marketing Research, Probability and Statistics