

# Yogesh Singh

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## EDUCATION

<b>Lovely Professional University</b> , School of CSE & Mittal School of Business	Punjab, IN
Integrated Bachelor of Technology in Computer Science and Engineering and MBA	July 2022
<ul style="list-style-type: none"><li>Cumulative GPA: 8.07/10</li><li>Relevant Coursework: Programming, Machine Learning, Probability &amp; Statistics, Networking, Marketing etc.</li></ul>	

## PROFESSIONAL EXPRIENCE

<b>HIKE EDUCATION</b>	Gurugram, IN
Manager Business Analyst	Oct 2023 - Present
<ul style="list-style-type: none"><li>Led and <b>managed the CRM Team</b>, overseeing their day-to-day activities and ensuring alignment with business objectives.</li><li>Devised and implemented solutions using LeadSquared to meet specific business requirements, optimizing workflow and enhancing productivity.</li><li>Identified and integrated LeadSquared with existing software and tools ecosystem, ensuring seamless connectivity and data flow.</li><li>Executed implementation plans, ensuring projects/tasks/accounts went live within stipulated timeframes.</li><li>Acted as a <b>primary point of contact</b> for company stakeholders, providing regular updates and addressing any integration concerns.</li><li>Collaborated with sales and stakeholder teams to clarify customizations and unique requirements served by LeadSquared.</li><li>Liaised with vendors for API and dialler integration, providing feedback and conducting post-implementation reviews for continuous improvement.</li><li>Identified opportunities for automation within the implementation process and worked with teams to implement automated solutions.</li><li>Managed data flows, mapping, segmentation, entry, reporting, maintenance, and cleaning processes.</li><li>Developed and trained team members, providing them with a solid understanding of CRM systems and processes.</li></ul>	

<b>LEADSQUARED</b>	Bengaluru, IN
Business Analyst	June 2022 – Oct 2023
<ul style="list-style-type: none"><li>Gathering business requirements, performing requirements analysis and documenting functional and technical requirements.</li><li><b>Business requirements documentation</b> and user guide preparation.</li><li>Formulating creative solutions to <b>optimize</b> business outcomes.</li><li><b>Onboarding</b> clients and ensuring on-time implementation of CRM and the quality of delivered systems.</li><li>Identifying process inefficiencies through gap analysis and outlining sensible solutions and raising product enhancements.</li><li>Data mining and data cleaning for report generation.</li><li><b>Upsell/cross-sell</b> LeadSquared products or services wherever applicable.</li></ul>	

<b>LEADSQUARED</b>	Bengaluru, IN
Associate- Business Analyst	July 2021 – June 2022
<ul style="list-style-type: none"><li>Understanding the software ecosystem of customers and coming up with the best possible ways of connecting LeadSquared to them.</li><li>Primary point of contact for customers on implementation including any integrations.</li><li>Updating Project management tools like <b>JIRA and Rocketlane</b> and communicating work status to client and internal stakeholders on a regular basis.</li><li>Working closely with Sales, Customer support, and product development team for customisations and integrations.</li></ul>	

## SKILLS HIGHLIGHT

<ul style="list-style-type: none"><li><b>Business Analyst</b> with 2.8+ years of experience in the analysis of <b>business requirements</b> to develop <b>Functional and Non-Functional requirements, Product backlog</b> and preparing <b>Functional Requirements Documents (FRD), Workflow and Diagrams, Software Requirements Specification (SRS), and Business Requirement Documents (BRD)</b>.</li><li>Developed and maintained project plans including <b>Work Breakdown Structure</b>, timelines, and resource planning. Proficient in planning, prioritizing requests and meeting deadlines while managing multiple projects.</li><li>Team Management, Software Integration, Project Management, Stakeholder Communication, Data Management and Segmentation, Process Automation, Training and Development, MS Excel, MS PowerPoint, MySQL, Python,</li></ul>	
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## PROJECTS

<b>Hike Education - Implementation</b>	Oct 2023 – Present
<ul style="list-style-type: none"><li>Hike Education is one of the <b>leading EdTech</b> companies working with the top B-schools providing support and assistance to the students. Collected all the business requirements and prepared the suitable workflows, BRD, Work Breakdown structure and project timelines for a smooth user experience. Implemented their system for a complete <b>lead capture flow</b> and <b>sales funnel journey</b>. <b>Automated 80%</b> of their business process and integrated telephony services using build features in CRM. Imported the leads data into the system after thorough <b>data cleaning</b> and prepared format for <b>custom reports</b>.</li></ul>	

- Cionic - Hypecare Phase
- October 2021 – January 2022
- **Key Account Specialist** for Cionic account in hypercare phase. Arranged regular **cadence** meetings to understand the **new requirements** and pain points if any and implement the same in the system after its respective workflow and documents acceptance. **Boosted** revenue by **15%** by Upselling or cross-selling LeadSquared features and services wherever it was applicable.

- Other Projects
- June 2021 – December 2022
- Edtech and Career school implementation – Aquatic Center, Northwestern Polytechnic, StrataTech Master
  - Marketing Automation – Collegis, MTM College
  - Healthcare implementation- Pysche, Cionic, ACHS, AnswersNow, CareCitizen, Ennoble Care LLC

- CERTIFICATIONS
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- **Learning SQL Programing** – LinkedIn (Credential ID: AQ0L3edNf6T1x6ZMSw5yvuCxkH2D)
  - **AI with Machine Learning** – Teach Tech Services (Credential ID: TTS20110)
  - **Programming with Python** – Internshala (Credential ID: 6AC50827-1E91-6C26-CC17-320DFE22E5C0)
  - **Tableau** – Udemy (Currently Learning)