

Ruttala Ajay

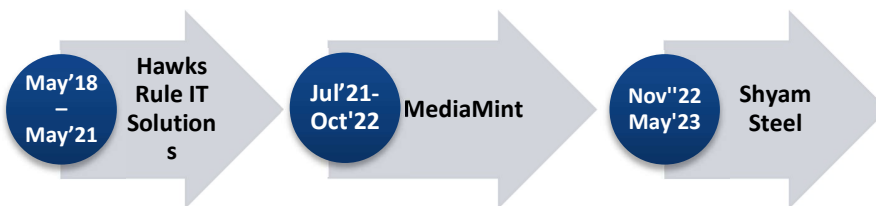
Targeting to express potential in **Business Operations/Business Analysis** with an esteemed organization.



PROFILE SUMMARY

- A competent & result-oriented professional offering **5 years of experience** in managing **Business Development, Market Research, Technical Content Creation, Digital Marketing & Business Analysis**
- Highly skilled in end-to-end process of Business Analysis Competencies entailing As-Is / To-Be Analysis, mapping & finalizing requirements, documenting functional specifications, determining business scenario and mapping them into solutions
- Proficient in understanding the needs of multiple stakeholders, identifying the current and future-state business processes and creating solutions
- Managed all SEO activities such as content strategy, link building and keyword strategy to increase rankings
- Talented Analyst with exceptional background in utilizing data from diverse information systems and performing analysis of large data sets to remarkably improve organizational decision making capabilities
- Comprehensive understanding of the concept of data science - advanced analytics, predictive modeler, machine learning algorithm in multiple technical and functional domains
- Expertise in conducting full lifecycle analysis including data gathering and cleansing, deep dive advanced statistical analysis/modeling and recommendations to optimize performance
- Skilled in providing data-driven, action-oriented solutions to challenging business problems

CAREER TIMELINE



SOFT SKILLS

Leadership

Interpersonal

Problem-Solving

Quick-Learner

Adaptive

Analytical



CORE COMPETENCIES

Requirement Gathering & Analysis

Fit-Gap Analysis, System Analysis

Software Development Lifecycle

Business Analysis/ Data Analysis

Content Design & Marketing

Functional Impact/Benefit Analysis

Competitor Analysis/ Market Research

Use Case & Business Specifications Development

Business Scenario & Data Modelling



EDUCATION

- **2018: MBA (Marketing and Business Analytics)** from University of Hyderabad, Hyderabad with 6.50 CGPA
- **2016: Bachelor of Business Administration** from Osmania University, with 65%
- **2013: Intermediate M.Bi.P.C** from Sri Chaitanya junior college, with 79%
- **2024: PGDM IN BUSINESS ANALYTICS FROM ABV-SME @JNU**



IT SKILLS

- MS Word, MS Excel, MS PPT, Access
- JIRA
- Confluence
- Google Analytics
- Linear
- Tableau



WORK EXPERIENCE

Since Nov'22

ShyamSteel, Kolkata as Business Analyst

Key Result Areas:

- Managing projects involving interpretation of business metrics & operational data
- Led successful sales projects as a Business Analyst, interpreting sales metrics and operational data.
- Conducted data analysis in sales scenarios, utilizing advanced tools for actionable insights.
- Enhanced sales processes, addressing performance issues and improving systems as a Business Analyst with a focus on sales.
- Optimized messaging strategies for sales of products and services through marketing analytics.
- Collaborated with internal sales teams to optimize user experiences and drive sales in various contexts.
- Identified and improved sales KPIs across different business areas as a Sales-focused Business Analyst.
- Managed change requests to enhance sales processes, ensuring seamless customization and organizational support.
- Steering customization, testing, training, support, generation of new change request by proactive process improvement

Jul'21-Oct'22

MediaMint, Hyderabad as Business Associate

Key Result Areas:

- Ensuring that critical data is entered properly into forms and applications according to written instructions.
- Formulating all the aspects of digital campaigns; defining the Key Performance Indicators
- Tracking & documenting the performance of all the digital media campaigns as well as analyzing them for useful insights
- Monitoring the various trends as well as insights and optimizing the expenditure and performance based on this data
- Collaborating with various teams formed internally to establish better user experience and come up with a landing page
- Analyzing the customer's experience across a large number of channels and identify the customer touchpoints
- Utilizing Kustomer and Jira (ticketing tool)

May'18 – May'21

Hawks Rule IT Solutions, Hyderabad as Associate Business Analyst/Technical Writer

Key Result Areas:

- Liaised with B2B customers and maintained strong the relationship with them
- Developed sales funnel by generating leads via cold calling, emailing LinkedIn Sales Navigator Tool, and generated leads through Field
- Organized meeting by calling client and followed-up with the client to business with our company
- Generated request for proposal and quotation for the client
- Coordinated with the client organizations to take the sales pitch to time-bound closure
- Maintained a comprehensive library of technical terminology and documentation in Confluence
- Developed documentation in an SDLC (Software Development Life Cycle) environment
- Worked with Agile/Scrum Development Team participating in daily scrums
- wrote user stories and performed User acceptance test
- Penned executive summaries and high-quality content with negligible cosmetic errors
- Partnered with various stakeholders and experts in development, quality, product, support, training, and professional services teams to gather the information required to build effective product documentation and enable a better customer experience



PERSONAL DETAILS

Date of Birth: 22nd June 1995

Languages: English, Hindi, Telugu & Spanish (basic)

Address: Hyderabad – 500010

Last working Day Was June 23,2023.