

NAVED SIDDIQUI

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Business Analyst / Business Associate

A customer oriented, multitask professional with excellent analytical and logical skills possesses rich experience as

Business Analyst/ Operations / Project Coordination

Determined to add value to Research using hands-on experience of business.

Location Preference: PAN INDIA

PROFILE SNAPSHOT

PGDM (Telecom Management) with 3 years 7 Months of exposure in:

~ Requirement Gathering

~ Project Documentation

~ Project Management

~ UpSale Activities Planning

~ Key Account Management

~ Scope Creep Management

- Currently associated with **CedCommerce Inc. Lucknow** as- **Business Analyst**.
- Exposure of implementing business strategies and documentation for achieving E-Commerce website and mobile app business profitability & project handling and monitoring customer accounts.
- Experienced in handling pre-sales and post sales marketing activity.
- Skilled in exploring marketing avenues to effectively build consumer preferences through effective branding & business development activities.

CORE COMPETENCIES

Sales Strategies: Generating and Implementing business strategies for achieving business profitability & sales targets in varying market conditions and managing client account.

Project Execution: Developing project baselines and monitoring & controlling projects w.r.t. cost, time overruns & quality compliance to ensure satisfactory execution of projects.

Customer Support: Client discussion and coordination, replying via ticket and communicating via different medium to achieve customer satisfaction.

EMPLOYMENT DETAILS

September'17- Present (2 Year 1 Months): CedCommerce Inc., Lucknow as - Business Analyst

- In an IT Industry working with the responsibility of Project Coordinator.
- Involved in upsell activity with the sales team and communicating with client and presenting product and Solution.
- Involved with client communication and gathering his requirement.
- Creating Project Requirement Documentation (SRS / BRD / MOM / Signoff) with wireframes if required.
- Responding to Technical RFPs, Product detail Document (PRD)
- Managing Scope Creep, with a keen eye on project development.
- Email Automation and Campaign Management via Marketing CRM i.e. Mail Chimp and *Mautic*.
- Ensure good visibility of the company's product portfolios amongst clients.
- Client interaction and support: Meeting in person to present the solution, responding to customer queries and Delivering the Product *Demo*
- Competitor Analysis and Product Analysis.
- Providing complete customer support (Technical and Non-Technical), replying him via various medium (Ticket / Chat)
- Define product sprints and maintain a product backlog based on analytics for product development.
- Managing Daily Reports like: Client Management / Project Management / GAP Analysis / Revenue Management.
- Working knowledge of Analytics tools like MS Excel, Mautic with ability to manipulate large data sets, automate monthly processes.

Feb'17- Sept'17 (8 Months): SENSATION SOFTWARE SOLUTION PVT LTD, MOHALI as - Business Analyst

- Handling various activities of the **SDLC** like Requirement gathering and analyzing the information gathered from client.
- Handling SRS documentation and getting Signoff, (Requirement analysis, UAT).
- Creating Proposal/Feature Listing based on Clients Requirement.
- Accountable for reviewing the client requirement at every phase of project & capture all the client requirement in the business document and understand the technology.
- Acting as a bridge between the Client and Team Members.
- Maintaining Client Relationship.
- Involved in preparing Process Flow Diagram & other UML Diagrams using MS Visio/Balsamiq.
- Help the Business Development Team in Writing the proposal and achieving their targets.
- Coordinating with Business Development team at every instance on marketing and sales

May'14 - Feb'15 (10 Months): CONTACT TECH SOLUTIONS, Mumbai as Marketing Executive

Projects Handled:

Title: **NPCI**
Period: **May 2014**
Description: It is related to banking, under this using USSD code customer can check and do any transaction by their bank account.

Title: **Play along KBC (Kaun Banega Corerpati)**
Period: **June 2014 to November 2014**
Description: Handled this project for Reliance Communication Ltd. and managed the implementation and operation.

Key Result Areas:

- Handling the activities of migration and implementation of GUI in operations
- Generating daily MIS reports and tracking down revenue trend on different USSD Services
- Involved in promotional and marketing activities for the through various Telecom Channels like USSD, SMS, IVR, OBD and WAP
- Coordinating with support and technical staff for the technical and promotional activities
- Responsible for development of new USSD based services according to circle requirement and market needs
- Conducting competitor analysis for keeping abreast of market trends and competitor's moves to achieve maximum market share

INTERNSHIP

Title: **Report Writing on Telecom Market Penetration of Nepal**

Organization: Shaildhar Telecom Services, Gurgaon

Period: Jun'13 to Jul'13

Designation: Data Analyzer

Role:

- Responsible for handling the activities of installation & up-gradation of SDH Technology to BTS sites
- Up-gradation of the network of STM-4 to STM-16
- Administered the operations of understanding the market, the customer & competition and maintaining high energy/high caliber direct sales
- Accountable for forecasting the future growth of 2G/3G Technology

EDUCATION

- **PGDM (Telecom Management and Information Technology)** from Balaji Institute of Telecom and Management, Pune in 2014.
- **B.Tech. (Information Technology)** from Amity University, Lucknow in 2011.

Other Course:

- Advance Telecom System Training at RTTC (BSNL), Pune

IT SKILLS

- Well versed with Microsoft Office (Word, Excel, PowerPoint, Visio)
- Trello / Jira (Project Management Tool), Visio
- PowToon
- Balsamiq / Visio / Draw.io
- Mautic (Campaign Management Tool)

PERSONAL DETAILS

Date of Birth: 14th January 1990
Address: 529K/200, Near Primary School, Khurramnagar, Lucknow-226022, UP
Languages Known: Hindi, English, German (Beginner), Urdu
Marital Status: Married

ACADEMIC ACCOLADES AND EXTRAMURAL ENGAGEMENTS

- Actively took part in Creative Team of BITM (2012-2014)
- Served as a member of:
 - BITM Corporate Communication Team for Company Project Studies in 2013
- Effectively bagged:
 - 2nd position in Product Designing held by BBD college of Engineering, in 2006 at Lucknow