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# Business Analyst

***Brand Management / Market Research / Strategic Positioning***

General Management student with solid experience gained in the customer service and quality management, along with project expertise developed at Coventry University, now seeks a placement opportunity with a leading business firm. Willing to work with maximum dedication and ready to apply sound knowledge of management principles in a European business context, always carries self motivation to improve my management and language skills. Keen to compete in the global market.

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| --- | --- |
| * Strategic Market Planning
 | * New Market Penetration
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| * Marketing Collateral Development
 | * Market Research & Analysis
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| * Web Development & Management
 | * Team Building & Management
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| * Direct Marketing Programmes
 | * Budget Preparation/Administration
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|  | Professional Experience |  |

**BUSINESS ANALYST**, Jun 2013 - Mar 2014

WEE RECYCLE – Chennai, India

* Determine operational objectives by studying business functions, gathering information, evaluating output requirements and formats
* Recommend controls by identifying problems, writing improved procedures
* Define project requirements by identifying project milestones, phases, and elements; forming project team; establishing project budget
* Monitor project progress by tracking activity, resolving problems, publishing progress reports, recommending actions
* Prepare technical reports by collecting, analyzing, and summarizing information and trends
* Contribute to team effort by accomplishing related results as needed

**QUALITY INSPECTOR,** Nov 2012 – Apr 2013

AKTRION – Telford, United Kingdom

* Inspected materials, products, and equipment to detect defects and malfunctions
* Documents inspection results by completing reports and logs, summarizing re-work and waste, .inputting data into quality database
* Worked with suppliers and manufacturing to establish clean points and disposition defective material
* Review Quality Plans i.e. Employee Development Matrix, Gauge Calibration, Inspection Standards and Process Audits
* Maintained quality stations, inspection gages and acceptance criteria for in-process and final product, including packaging and labeling

**CONFRENCE MANAGEMENT EXECUTIVE,** Aug 2011 – Jun 2012

MARRIOTT FOREST OF ARDEN – Birmingham, United Kingdom

* As a Conference Management Executive, I was responsible to provide a service at the highest achievable standards to all guests attending conferences by keeping a professional and welcoming attitude at all times
* Responsible to ensure all guests are served according with the “Marriott Spirit to Serve Standards” to ensure guests satisfaction
* Also responsible for making sure that the meetings areas is well maintained

**WEB DESIGN EXECUTIVE**, Sept 2008 – Jan 2010

YOGANISHTA TECHNOLOGIES – Chennai India

* Web Design Executive specializing in Web site makeovers, increasing interactivity, dynamic elements and personalization
* Coordinated full range of project development from initial proposal to final delivery
* Experienced in analyzing, designing, developing, and implementing Web-based applications using HTML, DHTML, JavaScript and other applications
* Performed the complete design and development of the corporate Web site for Mid-Careers.com
* Managed project budget and contained costs
* Oversaw design direction for weekly original content updates

**ASSOCIATE SUPPORT**, Oct 2007 – Sept 2008

SIFY LTD – Chennai, India

* Worked as a Web Design Associate by designing web sites using HTML for Sify.com/movies and proof reading the contents
* XHTML & CSS coding, image editing & Flash. Also used ASP, JavaScript & VB script
* Play a key role in the design and layout of several websites, Interactive CDs and other projects
* Editing and preparation of audio and videos for the web
* Coded HTML and drafted design documentation to aid future code usage and modification

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|  | Education & Credentials |  |

* **MBA General Management, 2011** • **Coventry Business School, United Kingdom**
* **M.Sc visual communication, 2007** • **Madras University, Chennai**
* **B.Sc Computer Science, 2005** • **Madras University, Chennai**

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|  | Skill |  |

**PC SKILLS** • Microsoft office suites, Design based software and Internet

**TROUBLESHOOTING** • Installing and upgrading PC and Mac hardware and software

**WEB DESIGN TOOLS** • HTML/XHTML/CSS/JavaScript, Macromedia Dreamweaver, Adobe suites, Corel Draw, CMS

*References are available on request*