

SAM RAJAN

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Core Competences : -

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical Skill:-

- Documentation Tools: MS Suite.
- Prototyping & Wire frames Tools:Axure & Balsamiq.
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool:- JIRA
- Reporting Tools: Power BI, &Tableau.

Domain knowledge: CRM,LMS

Education : EDFM

CERTIFICATES:-

- Certified IT – Business Analyst IIBA [EEP]
- Google AI Essentials
- Google Speed Up Data Analysis and Presentation Building
- Google Prompt like pro
- Google Digital marketing

AWARDS/ACHIEVEMENTS:-

- Best cadet NCC 2013-14. UG
- Student of the year 2014-15 UG Gold medalist

Career Objective :

Dynamic professional with 8+ years of overall experience across diverse domains including EdTech and Aviation, with 4.5 years of functional expertise as a Business Analyst. Proficient in requirements gathering, stakeholder collaboration, and solution evaluation, with a strong track record of bridging business needs and technology solutions to deliver impactful outcomes.

Profile Summary:

- In-depth knowledge of SDLC in various phases (i.e., Waterfall & Agile).
- Proficient in Waterfall Model: Gathered requirements using Elicitation Techniques and prepared BRD, FRD, SRS, prepared RACI Matrix , created UML Diagrams and Prototypes, and tracked requirements through RTM; well versed with UAT and handling Change Requests.
- Expert in Agile Scrum: Creation of user stories and added Acceptance Criteria, BV & CP, managed Sprint & Product Backlogs, conducted various Sprint Meetings; maintained Sprint & Product Burndown charts, ensured DOR and DOD checklist.
- Experienced in driving sales strategies by identifying client needs, aligning business solutions, and improving customer engagement for revenue growth.
- Skilled in cross-functional collaboration with sales teams, supporting pre-sales activities, client presentations

Work Experience:-

Company name :- Guvi 2023-25

Designation: Assistant Business Development Manager

Project 1:- |Agile|

Project description:- CRM Enhancement Disqualified leads report

Role: Business Analyst

Responsibilities:

- Collaborated with Product Owner and Scrum Master, actively participated in sprint ceremonies, and resolved project roadblocks.
- Demonstrated strong sales acumen by understanding customer profiles, identifying needs, and providing tailored, customer-centric solutions.
- Gathered and analysed requirements using various elicitation techniques.
- Prioritised requirements using MoSCoW and FURPS techniques, managed product and sprint backlogs, and supported creation of DOR/DOD checklists.
- Tracked and reported project progress through Sprint, Product Burn-down, and Burn-up charts while supporting UAT for sprint deliverables.

Company name :- BYJUS 2021-23

Designation: Senior Business Development Associate

Project 2:- |Agile|

Project description:- LS learning app

Role: Business Analyst

Responsibilities:

- Gathered and validated requirements through elicitation techniques.
- Strong communication and engagement skills with proven ability to handle objections and manage diverse stakeholder and customer interactions.
- Resilient, tech-savvy professional with enthusiasm to achieve goals in fast-paced environments while leveraging CRM systems for effective sales funnel management.
- Actively participated in sprint ceremonies, resolved roadblocks, and supported product planning and UAT for successful sprint deliveries.

SOFTSKILL :-

- Customer-Centric Mindset
- Stakeholder Management
- Critical Thinking
- Communication Skills
- Problem-Solving
- Negotiation & Conflict Resolution
- Collaboration & Teamwork

LANGUAGES :-

- Tamil - Fluent
- English- Fluent
- Hindi- Intermediate

Company name :- JetAirways 2017-21
Designation: Security Assistance (vigilance)
Project 3:- |Water fall |
Project description:- Operation Management System
Role: Business Analyst
Responsibilities:

- Gathered and documented requirements using elicitation techniques, prepared BRD, FRD, and SRS, and collaborated with technical teams for solution design.
- Designed UML diagrams, wireframes, and prototypes using MS Visio, Balsamiq, and Axure to visualize requirements and support business discussions.
- Coordinated with cross-functional teams to streamline workflows and effectively manage stakeholder expectations.
- Applied analytical and risk management skills from airline operations by ensuring compliance, conducting audits, and coordinating with stakeholders
- Risk & Incident Handling Leveraged incident management experience (baggage, access control, audits) to anticipate risks, manage change requests

Company name :- Sports Edge 2015-17
Designation: Senior Mentor
Responsibilities:

- Conducting marketing campaigns to convert schools.
- Creating weekly and monthly performance report of executives
- Applied superior negotiation, communication and conflict management skills to facilitate effective discussions.
- Collaborated with parents, school faculty and social workers to address problems and grow student success.

