

PAVAN KUMAR CHELLABOYENA

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PROFESSIONAL SUMMARY

- Business Analyst with hands-on training in requirement gathering, documentation, and Agile methodologies, complemented by prior experience in digital marketing and client engagement. Skilled in bridging business needs with technical solutions, preparing BRDs/FRDs, and supporting data-driven decision-making. Strong communication, problem-solving, and stakeholder management abilities.

CORE COMPETENCIES

- **Business Analysis:** Requirement Gathering, Documentation (BRD, FRD, Use Cases, User Stories), Business Process Modeling
- **Tools & Methodologies:** JIRA, Confluence, Balsamiq, Figma, MS Visio, SDLC, Agile (Scrum)
- **Data & Reporting:** Excel, Google Sheets, Tableau (Basic), SQL, SPSS, SAS
- **Soft Skills:** Stakeholder Communication, Problem-Solving, Client Engagement

PROFESSIONAL EXPERIENCE

Business Analyst Trainee (COEPD)

Centre of Excellence for Professional Development | January 2024 – Present

- Gained hands-on experience with tools like JIRA, MS Visio, and Balsamiq for project documentation and wireframing.
- Learned to write effective BRDs, FRDs, and use cases, and practiced real-time scenarios of client requirement gathering.
- Participated in mock Agile environments simulating SDLC processes and sprint cycles.

Business Development & Process Support

Digital WoM | April 2024 – July 2024

- Assisted in **requirement gathering sessions with clients**, translating business needs into web design features.
- Created structured **sales and lead data reports** to support management in decision-making.
- Facilitated communication between clients and internal teams, contributing to improved **project delivery rates and client retention (20%)**.

Digital Marketing Analyst (Freelance & Internship)

Freelance & Adcanopus Agency | September 2023 – Present

- Performed **data analysis on campaign performance** to identify behavioral trends and recommend optimizations.
- Designed **dashboards and client reports** to present actionable insights, enhancing decision-making.
- Monitored **user flows and processes**, identifying inefficiencies and suggesting improvements aligned with business goals.

TECHNICAL SKILLS

- **BA Tools:** JIRA, Confluence, Balsamiq, MS Visio, Figma
- **Data & Analytics:** Excel, Google Sheets, SQL, Tableau (Basic), SPSS, SAS
- **Methodologies:** SDLC, Agile (Scrum), User Stories, Use Cases, Acceptance Criteria
- **Documentation:** BRD, FRD, FSD, Process Flows, Wireframes

CERTIFICATIONS

- Google Data Analytics – Coursera | Business Analytics in Excel – Coursera
- Excel Essential Training – LinkedIn | Learning Azure Database – *NASSCOM Microsoft*

EDUCATION

- B. Tech in Mechanical Engineering – GVP College of Engineering