

Dedicated professional aiming to secure a challenging role in business consulting in marketing, ecommerce and digital transformation

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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 SKILLS

- Documentation Tools: MS word
- 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
- Key Account Management

EDUCATION

- MBA - Marketing & Analytics IIM Visakhapatnam (2022 - 2024)
- BE (EnTC Engineering) PICT (2016 – 2020)

CERTIFICATES

Certified IT – Business Analyst IIBA [EEP]
Certified Product Manager by PG
Certified Excel and PowerBi
Python for Machine Learning
Certified Six Sigma Green belt by KPMG

SOFT SKILLS

Analytical Thinking
Problem Solving
Attention to Detail
Time Management
Leadership

PERSONAL DETAILS

DOB: 11th April 1999
Address: Navi Mumbai
Language: English, Marathi, Hindi
Hobbies: Football, Movies, Reading

Abhishek Bagul

PROFILE SUMMARY :-

- I am an experienced professional with a solid understanding of the **SDLC** across multiple phases
- I have proficiency in the **Waterfall** model, with hands-on experience on **requirement elicitation**, preparing **BRD/FRD/SRS** documents, creating **RACI** matrix, **UML** diagrams, prototypes, **RTM**, and handling **UAT** execution managing change requests to deliver structured outcomes
- I have proficiency in the **Agile Scrum** model, with experience in writing user stories, defining acceptance criteria, **BV & CP**, managing **product & sprint backlogs**, **sprint planning** meet, **burndown** charts, and ensuring **DOR & DOD** compliance, enabling efficient and timely delivery
- Successfully drove revenue growth of **14+ Cr**, through strategic client **engagement** and innovative media solutions. Managed OOH media campaigns across **9 international airports**, while ensuring flawless execution through stakeholder collaboration and timely coordination

WORK EXPERIENCE

Times Innovative Media Ltd – Manager | June 2024 - Present

Manager – Corporate Region West

- Successfully drove revenue growth by over **14+ Crores** over a 12-month period by implementing strategic initiatives that directly impacted on the bottom line with positive feedback from clients
- Managing all OOH Media (Digital, Static, Promotions and Activations) for **9 International Airports**, and additional assets while generating a monthly average of **80 lakhs** in revenue
- Partnered with media planners, & agencies to deliver innovative, customized marketing communication solutions. Ensuring seamless execution of variety of campaigns by effective planning & timely coordination with multiple verticals
- Recognized for **148% target** achievement in October 2024, generating **₹1.53 Crore** in revenue

Projects – “Automated Proposal Generation” – Business Analyst - 4 months

- **Description:** The project used the **Agile** methodologies to streamline and **digitize** proposal creation process for media **campaigns** by integrating **real-time** availability checks and automated proposal generation, to **reduce** the turn around time and enhance sales efficiency
- Interacted with the stakeholders & gathered requirements by using various **elicitation techniques**
- Created **user stories** with appropriate **acceptance criteria** with the assistance of the product owner, added user stories into **product backlog** using the JIRA tool
- Prioritized and validated the requirements using **MOSCOW** technique, added **user stories** to **sprint backlog** based on prioritization order
- Collaborated with product owner and scrum master for **BV** and **CP**, and assisted the product owner for the creation of **DOR** and **DOD** checklist
- Generated **sprint, product burn down**/burn up charts to **track** the project progress
- Participated in product planning and **UAT** to successfully deliver each sprint component

Projects Details – “Automated Lead Management” – Business Analyst – 4 months

- **Description:** The project used the **Waterfall** methodologies was designed to **digitize** the lead tracking process, ensuring complete **visibility** and **improved** coordination between teams. The system aimed to **optimize** lead conversion, **accelerate** the sales cycle, and enable data-driven **decision-making**.
- Conducted **Enterprise Analysis** and under the assistance of a senior BA in creating a **BCD**, conducted **Stakeholder Analysis**, and prepared **RACI** Matrix
- Gathered requirements from business heads using **Elicitation Techniques** and created a Business Requirements Document (**BRD**)
- Translated **BRD** into Functional Requirements Document (**FRD**), Collaborated with the technical team, and prepared **SRS** Document
- Created **UML** diagrams and **wireframes** to visually represent requirements using **MS Visio, Balsamiq, and Axure**. Created and maintained **RTM** throughout the project
- Assisted in Testing Team by preparing **Test Case Scenarios** and ensured the **UAT** was successful.
- Provided real-time lead visibility across teams by developing dashboards, reducing lead conversion, and accelerating the sales cycle

SUMMER INTERNSHIP

Sodexo – Analytics Intern | April – May 2023

Analysis of the compliance issues across organization

- Designed a **model** to keep track of compliance-related issues for **licenses** across Sodexo's **100+** sites throughout India, by presenting it in the form of a **dashboard** for management.
- The dashboard included reports on license expiry, compliance status, and expiry date of documents. The **model** also had a feature to set up alert notifications for license renewals.