

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** Such as 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 & handling Change Requests**.
- Expert in **Agile Scrum** such as Creation of **user stories** 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:- CRM Enhancement Disqualified leads report | Agile|

Project description:- This project aims to enhance the CRM system by generating a detailed report on disqualified leads, enabling sales teams to analyse reasons for disqualification and refine lead qualification criteria. Developed in Agile, it ensures iterative delivery of reporting features aligned with stakeholder needs

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:- LS learning app |Agile|

Project description:- The LS Learning App project focuses on delivering a mobile-based learning platform that provides interactive courses, assessments, and progress tracking for students. Built using Agile, the app evolves through iterative sprints to ensure continuous improvement and alignment with learner and stakeholder needs.

SOFTSKILL :-

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

LANGUAGES :-

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

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.

Company name :- JetAirways 2017-21

Designation: Security Assistance (vigilance)

Project 3:-Operation Management System |Water fall |

Project description:- The project aims to build a centralized system to streamline and monitor day-to-day operations, resource allocation, and reporting. Using the Waterfall model, each phase is executed sequentially to ensure structured delivery and compliance with business requirements.

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 & Students** to address problems and grow student success.

