

Manish Kumar Pandey

Certified IT-Business Analyst | BCom (Honours) – Marketing

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Professional Summary

Motivated and detail-oriented **B.Com (Honours) in Marketing** graduate from *The Bhawanipur Education Society College* (2022) and a **Certified IT-Business Analyst** from *COEPD, Pune* (2025). Skilled in requirements gathering, documentation, process mapping, and tools like MS Visio, Axure RP, and Balsamiq. Experienced in applying Agile and Waterfall methodologies for real-world business analysis projects. Demonstrated analytical and research capabilities through academic and professional projects in Green Marketing, Mergers & Acquisitions, and System Development.

Education

Bachelor of Commerce (Honours) – Marketing

The Bhawanipur Education Society College, Kolkata | 2022

- Marketing Analytics, Consumer Behaviour, Data Analysis, Project Management
- *Project*: “Green Marketing and Mergers & Acquisitions” – analyzed sustainable marketing practices and evaluated business combinations in the Indian market.

Certification

Certified IT-Business Analyst (WBA-EEP)

Centre of Excellence for Professional Development (COEPD), Pune | 2025

- Requirements Elicitation, Process Modeling, Documentation, SDLC (Agile & Waterfall), Stakeholder Management
- Tools: MS Visio, Axure RP, Balsamiq, Excel, PowerPoint, JIRA
- Completed simulated real-world projects in Learning Management System (LMS) and School Management System (SMS).

Technical Skills

Requirements Gathering & Documentation • Business Process Mapping • MS Visio • Axure RP • Balsamiq • Microsoft Excel • PowerPoint • Word • Data Analysis • Agile & Waterfall Methodologies • Communication & Team Collaboration

Projects

Green Marketing and Mergers & Acquisitions (Academic Project)

- Researched green marketing campaigns and their impact on brand perception.
- Analyzed M&A; case studies and presented findings on successful business integrations.

LMS (Learning Management System) & SMS (School Management System) – COEPD Projects

- Applied Agile and Waterfall models for requirement analysis and project execution.
- Developed process flow diagrams, SRS documents, and wireframes using Visio, Axure RP, and Balsamiq.
- Collaborated with a simulated team to design, test, and present a functional system solution.

Strengths

Analytical & Critical Thinking • Effective Communication • Adaptability & Continuous Learning • Team Collaboration

Languages

English • Hindi