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CAREER OBJECTIVE

Achieve high career growth through a continuous learning process by being visionary, dynamic, and competitive.

EDUCATION

2012-16	B. Tech in Instrumentation & Control Engineering	JSS Academy of Technical Education, Noida
2011	Class 12 ISC Board	St. Fidelis College, Lucknow
2009	Class 10 UP Board	Mt. Carmel Convent Inter College, Lucknow

WORK EXPERIENCE

Business Process Manager, CedCoss Private Limited, (May 2020-present)

Major Responsibilities:

- **Project Management and Marketing:**
 - **Managing a team of 10 members** for an ecommerce project in partnership with **Facebook**
 - Preparing and tracking monthly **Project Plan**. Ensuring **effective coordination and communication** between clients and team
 - **Preparing business proposal presentations** and pitching them to **companies for cracking fruitful partnerships**.
 - **Leading a team of 3 members** for planning, designing and implementing a completely automated project management system in Agile Scrum and Kanban for **the project and the entire company**, using **JIRA, Bitrix24, ClickUp**
 - Responsible for conducting **quality assurance** before a delivery is made to the client.
 - Ensuring that the **process is followed** effectively and **deadlines** are met with **comprehensive documentation**
 - Responsible for getting all the project level **documents created as per industry standards, updated and reviewed regularly**
 - **Conducting monthly audits** providing recommendations for improvement
 - Working with the marketing team to build **marketing strategies for capturing market space**
 - **Conducting competitor gap analysis** before launch of a product in the market and suggesting improvements and enhancements accordingly
 - Planning and strategizing Digital content marketing strategies using **SEMrush tools**
 - Planning, designing and implementing **Email Marketing campaigns** for **cross marketing** and achieving **maximum lead conversion**. **Designing Email Templates** as per current trends, intent and target audience
 - Pitching for **Co-Marketing/Co-Branding B2B partnerships** with companies of different segments and domains using **HubSpot**.
- **Data Analytics:**
 - Created **Python-based machine learning** regression model for **predicting TAT of tickets and optimization of SLA**
 - Implemented **predictive models** for analysing the effect of process improvements on the number of tickets received

Founder, Cinnamon Bakeshop (October 2019-present)

- **Cloud Kitchen** based start up with specialization in healthy and hygienically prepared bakery products

Marketing Content Developer (Freelancer), Testbook.com (February 2020-present)

- **Creating SEO Optimised articles and blogs** to be published on the company's website for marketing purpose
- **Creating guest post blogs** for backlinking and increasing company's visibility
- Writing relevant **Quora answers** for publicity and marketing purpose

Subject Matter Expert (English) for Testbook (February 2020-present)

- Creating questions and **digital learning resources** for students preparing for different national level examinations

Developer and Analyst, Silver Ray Technologies (September 2018-May,2020)

- Implementing ML algorithms for creating **low frequency trading models** and **cryptocurrency arbitrage analysis** using **Python**
- Implemented **custom CNN for image classification** using Python based **deep learning algorithms**
- **Data capture and cleaning** through **web scraping** using **APIs and directly using python BeautifulSoup package**

Business Analyst, Tata Consultancy Services, Mumbai (June,2017 – August,2018)

Key Achievements

- Worked on a **Lean PI (Process Improvement)** for introducing a new reporting module to enable all the users to extract detailed reports from the front end of the application itself as per their access. **Reduced the cycle time** to access/download a report by **97.28%** and **reduced the effort** for the same by **96%**. **ROI (Return on Investment)** calculated was **3.16**
- **Reduced the TAT (Turn Around Time)** of tickets received by **68%** by deploying tools to enable the L1 support team to solve a major chunk of tickets received quickly, thereby, **reducing number of tickets** received at L2 level by **60%**, **ROI** calculated was **11.8**
- **Reduced cycle time** of site restoration process by **95%** by implementing a solution to restrict unauthorized site deletion (**ROI 8.4**)
- Moved team from Waterfall Model to **Agile framework** as a part of Agile adoption drive taking place in the organization
- Learnt and applied the concepts of LEAN in different PIs and Acquired the **Lean Bronze Certification** through examination
- Awarded with **Special Initiative Award** by the organization for taking up **PII (Process Improvement Initiatives)** for the project

Profile Tasks

- Product backlog maintenance, sprint and release tracking, defect tracking, issue tracking using **MasterCraft DevPlus** tool
- Maintaining online and offline **Kanban Board** for production support activities and miscellaneous process related tasks
- **Requirement gathering**, analysis and finalization, **preparing User stories (Agile) / Business Requirement Document (Waterfall)**
- **Functional and Regression testing** of the module/functionality developed, before and after deployment in production for both web and mobile application (iOS and Android) on UAT environment along with Functional test case preparation and review of the same
- **Quality analysis and assurance** before making a delivery to the client as per the quality checklist or **DOD (Definition of Done)**
- **Project Management Activities:** Project compliance maintenance with industry standards in terms of competencies, project documentation on SVN, task assignment on timesheet, **HOTO (Handover Takeover) processes**, performing regular **CSS (Customer Satisfaction Survey)** and performing RCA for the feedback received, Handling project audit and external reviews, status reporting

- **Data Analysis:** Performing **project metric** analysis and RCA (Root Cause Analysis) in case of range violation, ticket data analysis RCA for **resolution SLA violation, quality control** using **SPC** (Statistical process Control) charts, predictive analysis using **MUSA** technique.
- **Miscellaneous:** Conducting KSS (Knowledge Sharing Sessions) for team, demos of new features for the clients and user

Java Web development Trainee, Tata Consultancy Services (TCS), Mumbai (March,2017 - June 2017)

- Learnt full stack JAVA web development using JSP, HTML, CSS, core Java, Java Script and JDBC on Eclipse. Awarded a rating of 5/5
- Designed and developed a banking web application for maintaining accounts and customer details in Agile model.

TRAININGS, INTERNSHIPS AND CERTIFICATIONS

Training in MATLAB at Cetpa InfoTech, Lucknow, (June ,2013):

Image and sound processing toolbox, Simulink and creating GUI enabled applications with Matlab GUIDE

Machine Learning Certification, Stanford University, Coursera (May, 2020)

Machine learning algorithms and techniques like classification, logistic regression, linear regression, recommender systems, neural networks etc

PadhAI-Deep Learning Course Certification by OneFourth Labs, IIT Madras (May,2019)

Statistics,Machine Learning Concepts, Deep Learning ,Neural Networks, Image Classification using CNN with hands on Python coding.

Google Analytics for Beginners Certification (May,2020)

Basics of Google Analytics and Search Engine Optimization

KEY SKILLS

- Requirement gathering
- **Project Management:** Business process improvement, project workflow automation, process planning and implementation, ROI calculation, project documentation, business presentations, conducting audit, change management, team management
- **Methodologies and Frameworks:** Agile, Scrum, Kanban, Waterfall, Lean
- **Business Analytics:** Functional testing, Regression testing, Quality assurance testing, Project metrics analysis, SPC, MUSA
- **Software and Tools:** MATLAB, Jira, Bitrix24, JustInMind, DevPlus by MasterCraft, MS Office, MS SQL, MS Power Point, Anaconda
- **Digital Marketing:** Google Analytics, keyword research, SEMrush, HubSpot, backlinking, guest posts creation
- **Technical Skills:** Core Java, Full Stack web development, C, Data analysis, web scraping, Machine Learning, Wireframe/Prototype creation for web and mobile applications, Python (Important Packages: TensorFlow, PyTorch, BeautifulSoup, NumPy, Pandas)

ADDITIONALS

- Worked as a **Vocational Trainer and Mobilizer for NGO, SCOTT** (Society for Charity Obligation Technology and Training) (2018-2019)
- **Research Paper: "Power Floor: Generating Energy by Walking", published in IJATES journal, March 2016.**
- **Volunteer (Faculty), Akshargyaan (NGO) (2013):** Worked as a faculty for promoting child education.
- **Creative Lead for Noida Dream Run (2013):** Worked for promotional and management activities.
- **1st Runner up in Robo Galaxy competition (2013):** A competition on MATLAB based robotics
- **Member, Impetus Student Society (2012-2015):** Organised various mock business events in the college fest as a part of the society.