



Anand. M

Business Operations Analyst

- Salesforce



anandgeetha326@gmail.com



9789924462



6 Years 0 Month



Key Skills

Google Analytics



Market Research



Stakeholder Management



Requirement Gathering



UAT



Agile Methodology



” About me

Experienced Salesforce Business Analyst with 6 years of success in driving revenue growth, increasing customer satisfaction, and improving team efficiency. Proven track record in developing and executing product and analyzing market trends.



Profile Summary

Results-oriented Salesforce Business Analyst with 6 years of experience in consumer products and a proven track record of the issues resolving. Highly skilled at creating new relationships and maintaining strong customer relations to generate repeat business. In-depth knowledge of effective sales strategies and exceptional presentation skills. Analytical thinker with the ability to perform well under pressure. Goal- and team-oriented with strong leadership skills and a commitment to team quotas. Research professional with an analytical frame of mind|Expert in conducting primary and secondary research|Knowledge of retail industry, and major customer segments and product types|Excellent negotiation and problem-solving skills.



Education

B.Tech/B.E. 2016

AIHT Electronics and Instrumentation Engineer



Work Experience

Oct 2021 - Present

Business Operations Analyst - Salesforce

TransUnion

Developing and delivering tangible consumer benefits through the product or service of the business. Measuring and monitoring the product and service performance as well as presenting product related consumer, market, and competitive intelligence. Developing and proposing the

FRD



Brd



User Stories



Salesforce Core



Functional Analysis



Business Analysis



Salesforce CRM



SDLC



JIRA



Power BI



SQL



Technical Skills

User Acceptance Testing

Visio

Email

Email Marketing

Salesforce CRM

Project Management

Salesforce Marketing Cloud



Personal Details

Date of Birth

26-November-1994

Gender

Male

Address

overall product strategies, innovation, presentation of marketplace outcome projections, as well as product culture development. Liaising with other departments such as the IT department in the business to enhance and increase the efficiency of effecting price changes in accordance with market shifts. Driving consumer intelligence through the development of external and internal data sources that improve the business understanding of the products market, competitor activities, and consumer activities. Developing or adopting research tools, sources, and methods that further support and contribute to the business product marketing management intelligence. Ensuring that there is compliance with relevant legislation, regulations, and ethics. Identifying and manages the on-going rationalisation of the business products. Performing the initial product analysis to assess the need for any requested changes as well as their potential impact. Supporting product teams in their product decisions using quantitative data to inform the next steps. Creating metrics, or use existing ones, and monitor them to evaluate if the product direction is making users satisfied. Understanding metrics, and researching why a metric changed in a certain way. Undertaking exploratory data analysis by understanding what data exists, importing it, cleaning it, and asking tons of questions to end users. Providing timely data insights. Undertaking financial modelling on the products or services of the business as well as of the target markets to bring about an understanding of the relations between the product and the target market. Producing reports and makes recommendations to be used as guidance in decision making pertinent to the business new as well as existent products. Ensuring that third parties comply and familiarity with all business processes and policies.

Jan 2019 - Oct 2021

Business Analyst - Sales and Marketing

System 5S Private Limited

Creating digital marketing campaigns. Ensuring consistency in the brand messaging. Working with the sales team to coordinate marketing campaigns. Planing and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns. Designing, building and maintains our social media presence. Measuring and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs). Identifying trends and insights and optimizes spend and performance based on the insights. Brainstorming new and creative growth strategies through digital marketing. Planing,executing and measures experiments and conversion tests. Collaborating with internal teams to create landing pages and optimize user experience. Utilising strong analytical ability to evaluate end-to-end customer experience across multiple

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Vijayalakshmi Puram, Ambattur,
Chennai 600053

City
Chennai

Country
INDIA

Marital Status
Single / Unmarried

channels and customer touch points. Identifying critical conversion points and drop off points and optimizes user funnels. Collaborating with agencies and other vendor partners. Evaluating emerging technologies. Providing thought leadership and perspective for adoption where appropriate. Preparing emails and newsletters to send to current customers. Launching promotional offers and events to attract new customers. Optimising the business website to increase online traffic. Following best practices for social media marketing on different platforms. Conducting regular audits for social media and website marketing performance. Maintaining and monitor online listings across various e-commerce platforms. Tracking marketing metrics and analyze digital data to measure marketing success.

Jan 2018 - Dec 2018

Business Marketing Analyst

MIOT International

Providing actionable overall market and customer insights to address key strategic questions. Responsible for tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/automation of regular reports. Analysing external and internal customer data using database queries (SQL, Access), spreadsheet (Excel) models, web analytics tools (Adobe / Omniture), statistical analysis tools, and campaign management software tools. Evaluates customers online behavior and provide insights and recommendations for further enhancements to the guest experience. A/B and Multi-variate tests, communicate results and provide recommendations. Creating PowerPoint presentations to provide market and consumer insights to other marketing and sales departments. Advising other marketing functions (e-commerce/website, online/offline advertising, brand, product development) as the knowledge owner for customer and market data.

