

VIJENDRA KUMAR

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Availability: Immediate available to join.

BUSINESS ANALYST, MARKETING, DIGITAL MARKETING | IT SERVICES & OTHERS

SEEKING SENIOR POSITION WITH A PROGRESSIVE ORGANIZATION TO UTILIZE 14 YEARS OF PROFESSIONAL EXPERIENCE IN ADVANCING OPERATIONS.

Vibrant, proactive and Tech-Savvy, Innovative Business Analyst skilled at enhancing and optimizing business processes to ensure growth and success, proficient with comprehensive business/technical skill set and expertise in business process management, vendor management, client interaction, process improvement, technology integration, user requirements analysis, leadership, process modelling and customer service.

Proficient problem-solver who envisions business and technical perspectives to develop workable solutions.

SKILLS HIGHLIGHTS

- Requirements Gathering & Analysis
- Assisting UI/UX Designs
- Sprint Planning and Review
- Project Management
- Social Media Management & SEO
- Digital Marketing (**Content, Creative & Promotion**) & **Media Buying**
- Enterprise Implementations
- User Acceptance Testing (UAT)
- Cost-benefit Analysis & Risk Management
- Business Process Improvisation
- Master of **Google Adwords, Analytics, & Insights**

PROFILE

- A qualified B-Tech in Information Technology and a result-oriented professional
- Proficient in:
 - Identify alignments and gaps between end user requirements and system capabilities.
 - Client interaction, Team and Project Management from requirement analysis, strategy to delivery processing.
 - Understanding requirements, helping to define a product vision and strategy, and working with team to execute it.
 - Creating a detailed business analysis, outlining problems, opportunities and solutions for a business growth.
 - Translating and simplifying requirements to Content & Engagement, Brand Insight, Performance Marketing, Creative and development Teams, able to manage 15-18 people team.
 - Develop and execute unique social media programs that are on brand and publish weekly analytics reports to gauge performance and sentiment. Liaise with marketing teams to coordinate execution of market localization.
 - Create, develop, implement & execute strategic venue marketing plans, media buys, branding strategies for Print, Hoardings, Radio & TV and promotional communication projects including advertising (development or adaptation) and promotion.
 - Ensure the brand image in market is aligned with the strategy and reflects at the same time the market needs.

- Develop and execute **unique social media & Online Reputation programs** that are on brand and publish weekly analytics reports to gauge performance and sentiment. Liaise with marketing teams to coordinate execution of market localization.
- Work cross-functionally to ensure **brand marketing, PR, consumer insights, sales execution** is aligned with strategic and financial goals.
- Proficient in Social media Analytics as Facebook, Twitter and Google Analytics - Well conversant with the complete digital processes such as **Lead Generation, GoogleAdwords, Google Analytics, Bing Ads, PPC, Campaigns & Budget Optimization, Performance Optimization, SERP** keyword tool, Google Website Optimizer.
- Implementing cross platform campaign performance relevant measuring tools and scripts like **GA scripts, FB pixel, GTM, UTM codes**, Google Webmaster Tools, **SEMRush, Moz, WebTrends, SmallSEOTools, Google Discover** and using visualization tools like Meltwater, Hootsuits, TweetDeck etc.
- Proficient in setting up, scaling and optimizing **Sales Funnels** through tools like **ClickFunnels, Hubspot, Kartra** etc.
- Perform **SEO** architecture activities including complete site audits and analysis on small and large scale websites.
- Experience with **A/B Testing** and multivariate experiments.
- Proven Experience in **remarketing**.
- Landing page design, E-Mail marketing using Activecampaign, sendinblue, pepipost and mailchimp.
- Enabling key executives to take strategic business decisions on budget, deadline goals, thus having a positive effect on ROI.
- Proficient in the use of analytic tools necessary to build prototypes and requirements documents.
- Reporting Weekly report to concerned person: sales trends, appointments, sales recap and department productivity.
- Having experience in domain, hosting management, Outlook Express Configuration and company emails setting up in Gmail and Hotmail.
- A natural team leader who leads from the front with initiative, innovation and interpersonal skills.

TECHNICAL SKILL SET

- PHP5, MySQL, Ajax, JQuery, ASP.Net, C#, MS-SQL, LINQ, CSS/CSS#, HTML5.
- J2EE, JSP, Servlets, JBeans, Tomcat, SVN.
- PHP CMS like Joomla, Wordpress, Drupal CodeIgnitor.
- Framework knowledge CakePHP, Zendframework and Yii.
- Ecommerce CMS knowledge i.e Magento, Zen-cart, X-cart, cs-cart, open-cart etc.
- Knowledge about Android, iOS and iPad Development.
- Implementation of Search Engine Optimization, Search Engine Marketing, Social Media Marketing.
- Hands-on in SDLC, Agile Development and OOPS Concept.
- Operating System Win 95/98, Win-NT 4.0, Win 2000 Prof., Win 2000 Server, MS Office.

WORK EXPERIENCE

Ad-Hoc Working on Freelancing basis.

Digital Marketing Head (May'20 to present)

Reporting to: Business Owners

Key Responsibilities:

- Implementation of **Google analytics** through **GTM** for advanced level tracking.
- Proven Experience in plan, setting up and optimizing digital marketing campaigns; including **PPC** on **Facebook, Instagram and Google Adwords** and display advertising campaigns for **YouTube**.
- Preparing illustrative videos related to services, products and their promotion organic and paid on youtube.
- Develop strategy to increase online traffic & application conversion through organic and other medium.
- Handling Social Media **Lead Generation, Awareness, Users-Engagement** including managing their **Budget and performance Optimization** alongwith SEO, Content Marketing, PPC, Google Adwords, Goolgle Analytics.
- E-mail marketing with landing page, template design and Bulk SMS, Bulk WhatsApp.
- Implementing cross platform campaign performance relevant measuring tools and scripts like **GA scripts, FB pixel, UTM codes, Google Webmaster Tools, SEMRush, Moz, WebTrends, SmallSEOTools** etc.
- Managing blogs with given content and website as needed.
- Tracking and analysing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with the brand identity.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Measure and report performance of all digital marketing campaigns, and assess against goals (**ROI and KPIs**).

Yashoda Superspeciality Hospital & Cancer Institute, Ghaziabad**Digital Marketing Head (June'19 to May'20)**

Reporting to: CEO

Key Responsibilities: (I was responsible for Seeds of Innocence IVF & Fertility Clinic for their all centers and Yashoda Cancer Institute, Sanjay Nagar, Ghaziabad for below responsibilities)

- Assisting Graphics Designer for designing pamphlets, banners, brochures and other creative pertaining to branding and advertising (Social, Electronic, Print and Outdoor Media, Cinema, TV & Radio)
- Setting up peripheral campaigns, OPDs and managing pamphlets, banner and marketing material distribution.
- Interview, cases video shoot of Doctors for Social Media and Youtube.
- User Generated Content preparation and posts creations on various social media platforms including Facebook, twitter, LinkedIn.
- Handling Social Media Lead Generation, Awareness, Users-Engagement including managing their Budget and performance Optimization alongwith SEO, Content Marketing, PPC, Google Adwords, Emailer and Bulk SMS.
- Implementing cross platform campaign performance relevant measuring tools and scripts like GA scripts, FB pixel, UTM codes, Google Webmaster Tools, SEMRush, Moz, WebTrends, SmallSEOTools etc.
- Managing blogs with given content and website as needed.
- Tracking and analysing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity.
- Monitoring the post service activities like follow up with the patients, appointment reminders and handling customer grievances for superior customer service.
- Resolving the issues involved with administering and maintaining corporate marketing including business connections.
- Compiling lists describing our organization's offerings and working on referrals.
- PO creation and bill management.

Primologic Systems Pvt. Ltd., Noida

Business Analyst (July'11 to May'19)

Reporting to: Technical Head

Clients served across US, UK, Canada, UAE, Singapore, Ireland, Malaysia etc. for LMS, healthcare, Insurance, Ecommerce, Social Community and other verticals for their web applications, mobile apps & Digital Marketing, available to work IST, EST, PST & CEST.

Key Responsibilities:

- Assisting in Graphics, UI Designing, Wire Framing and landing pages.
- Client Communications to discuss the project requirements.
- Gathering User Requirements & analysis, Cost and time estimation with payment and delivery milestones including Proposal and technical document preparation.
- Assisting in deputing required resources on particular project.
- Monitoring the post service activities like follow up with the clients, service reminders and handling customer grievances for superior customer service.
- Understand, monitor and enhance ETL's to accurately measure existing KPI's. Also, bring an analytical mind set to be able to propose and implement newer and more relevant KPI's
- Build dashboards to track KPIs for a given business unit.
- User Generated Content preparation and posts creations on various social media platforms including Facebook, twitter, LinkedIn.
- Handling Social Media, Lead Generation, Users-Awareness, Users-Engagement including managing their Budget and performance Optimization alongwith SEO, Content Marketing, PPC, Google Adwords, Emailer and Bulk SMS.
- Implementing cross platform campaign performance relevant measuring tools and scripts like GA scripts, FB pixel, UTM codes, Google Webmaster Tools, SEMRush, Moz, WebTrends, SmallSEOTools etc.
- Managing blogs with given content and website as needed.
- Tracking and analysing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity.
- On-going product analysis support - understand the "why" behind data
- Compiling lists describing our organization's offerings and working on referrals.
- Support creation and presentation of reports on user trends, user behavior, product engagement, and experiment performance.
- Eliminated 30% of team rework by effectively overseeing the requirements gathering, communicating regularly with the stakeholders and scope definition.
- Reduced average project completion time by 20% via detailed sprint planning, story mapping, backlog management and UAT.
- Recovered risk by completing projects by utilizing both Agile and Waterfall Project Management methodologies.
- Assisted in boosting revenue by data visualization and data modeling.

Sai Vision Technologies, Noida

Business Development Specialist (Sep'06 to June'11)

Reporting to: Director

Key Responsibilities:

- ⇒ Client Communications to discuss the project requirements.
- ⇒ Cost and time estimation with payment milestone approval.

- ⇒ Proposal preparation and follow up clients getting it approved.
- ⇒ Assisting in deputing required *resources* on particular project.
- ⇒ Monitoring the post service activities like follow up with the customers, service reminders and handling customer grievances for superior customer service.
- ⇒ Employee follow up for projects to get it delivered on time.

PROJECT UNDERTAKEN AT PRIMOLOGIC SYSTEMS PVT. LTD.

CLIENT: Various Clients for their website and mobile apps.

Project Description: DURATION- July'11-present

Assist for various domain websites and mobile apps.

ROLE: Business Analyst

Team: 10

Responsibilities:

- Client interaction, requirement analysis, finalization of project, team and delivery milestones management including post-delivery management.
- Providing input to UI/UX designers to understand the requirement of client and assisting other team members during development.
- Team tracking for project.
- Communicating with client and follow up on the project milestones, payments and deliverables.

PROJECT NAME: instagram clone

CLIENT: Publisseyez LLC, Newyork

Project Description:

iOS, Android native development, its Instagram clone with more features like in-app messaging, animated emojis etc.

ROLE: Business Analyst

Team: 8

Responsibilities:

- Providing input to UI/UX designer and developers to understand all the functionality implementation required within the web and apps application.
- Tracking for project including whole of design, code, testing, bug fixing for app.
- Communicating with end-client and follow up on the project progress.

CLIENT: Neptune India Limited

Project Description:

Design, Development of 'Energy Management Solution' a web-based EMS to manage energy consumption, fault tracking, energy and cost calculation, managing customers, smart meters and finance.

ROLE: Business Analyst

Team: 5

Responsibilities:

- Providing input to UI/UX designer (getting the home page design created and approved) and developer to understand him all the functionality implementation required within the web application.
- Tracking for project including whole of design, code, testing, bug fixing..
- Communicating with end-client and follow up on the project progress.

CLIENT: D. Cornblum, California, US

Project Description:

During tenure with client We have delivered lot of wordpress, magento, desktop based projects.

ROLE: Business Analyst

Team: 10

Responsibilities:

- Providing input to UI/Graphics designer (getting the home page design created and approved) and developer to understand him all the functionality required within the application.
- Staff tracking for project including whole team of designer, developer, testing associate, team leader.
- Communicating with client and follow up on the project progress, getting fund release.

PROJECT NAME: Design of Logo, templates, PSD to HTML5, CSS3, Bootstrap conversion

CLIENT: Various Clients

Project Description:

All done for brand management.

ROLE: Business Analyst

Team: 5

Responsibilities:

- Providing input to graphic designers to understand the requirement of client for logo, templates, banners design and HTML5 conversions.
- Staff tracking for project.
- Communicating with client and follow up on the project.

PROJECT NAME: Clear Defender

DURATION: Oct'13-Dec'13

CLIENT: Mark Taylor, NYC, US

Project Description:

Its an ecommerce store developed in magento which is related to auto parts where products can be searched on the basis of size, brand, manufacture year with online payment, shipping.

ROLE: Business Analyst

Team: 5

Responsibilities:

- Providing input to designer (getting the home page design created and approved) and developer to understand him all the functionality required within the application.
- Staff tracking for project.
- Communicating with client and follow up on the project.

PROJECT NAME: Hamptons Direct

DURATION: May'13-Aug'13

CLIENT: Chris Niven, Glasgow, UK

Project Description:

Its an ecommerce store developed in magento for garden's products with online payment, shipping. customer will just browse the products (category, such-category wise) and will checkout after registering his details on the site, did products entry as well.

ROLE: Business Analyst

Team: 4

Responsibilities:

- Providing input to designer (getting the home page design created and approved) and developer to understand him all the functionality required within the application.
- Staff tracking for project.
- Communicating with client and follow up on the project.

PROJECT NAME: Mommies favourite Things

DURATION: Jan'13-March'13

CLIENT: Ryan Levin, Canada

Project Description:

Its an ecommerce application with online payment, shipping. customer will just browse the products (category, such-category wise) and will checkout after registering his details on the site, I got done products entry as well.

ROLE: Business Analyst

Team: 4

Responsibilities:

- Providing input to designer (getting the home page and all related pages design created and approved) and developer to understand him all the functionality required within the application.

- Staff tracking for project.
- Communicating with client and follow up on the project.

PROJECT NAME: Website and VAT based Desktop Application for Billing and Inventory Management.

DURATION-Jan'12-April'12

CLIENT: Vikas Moga, Ghaziabad

Project Description:

Its an ecommerce application with no online payment, customer will just browse the products and will submit it to get lowest price from the client after registering his details on the site, also did product entry as well.

ROLE: Business Analyst

Team: 5

Responsibilities:

- Providing input to designer (getting the home page and all inner pages design created and approved) and developer to understand him all the functionality required within the application.
- Staff tracking for project.
- Communicating with client and follow up on the project.

PROJECT NAME: <http://www.ibuys.com.au/index.php> **DURATION**-Dec'11-Feb'12

CLIENT: Jared Maher, Australia

Project Description:

Its an ecommerce application developed in OsCommerce where unlimited categories, unlimited brands can be displayed to sell.

ROLE: Business Analyst

Team: 5

Responsibilities:

- Providing input to designer (getting the home page design created and approved) and developer to understand him all the functionality required within the application.
- Staff tracking for project.
- Communicating with client and follow up on the project.

EDUCATION

- B.Tech (IT)-2006, **Galgotia College of Engg. & Tech. Greater Noida** affiliated to U.P Technical University.

PROFESSIONAL TRAININGS

- Training on Hardware and Networking,HCL Infosystems,30 days,2006
- Training on Online Trading Portal Project,HCL Infosystems,6 months,2007

PROFESSIONAL REFERENCES

Available on request.

PERSONAL ENHANCEMENT ACTIVITIES

- Participated in various stage events at school level.
- Participated in sports event at school level.

Date of Birth: 07-03-1981; Languages Known: English, Hindi