Vishal Menon
Business Analyst

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US Citizen

Over four years of hands-on experience in analysing business requirements and executing winning strategies for worldwide clients, with proven ability to gather, analyze, and translate business requirements into actionable insights and solutions. My diligent efforts have resulted in many formal recognitions from the management for over-achieving desired outcomes. I am highly self-driven, self-managed individual, a committed team player, an effective collaborator, and a meticulous planner with an eye for detail.

Experience Summary:

Cybage, a leading IT services and Product engineering company   **Sep 2023 –Present**
Business Analyst
- Lead business and functional requirements gathering, analysis and documentation, including workflows, wireframes, user stories, acceptance criteria, data mapping, data flows following both Scrum & Waterfall methodologies.
- Assisted with user testing, processes and procedures documentation
- Identified and presented opportunities for process improvement and optimization
- Communicated effectively with stakeholders, including clients and internal teams, to ensure alignment on project objectives and deliverables, implementing an agile methodology using scrum on Jira
- Conducted client meetings, presentations, workshops, and contribute to solution proposals
- Created test cases, coordinated user acceptance testing and verified production completeness.

Tutorialspoint Ltd, a leading EdTech company   **Oct 2021- Aug 2023**
Business Analyst
- Analyzed and research marketing strategies for the digital marketing department
- Conducted extensive market research on target overseas customers and onboard them
- Executed PPC and influencer campaigns delivering an ROI of 1:3 ratio, approximately $1M USD in revenue
- Planned and executed digital strategies to meet desired targets with a team of proffesionals
- Responsible for planning, mentoring and effective stakeholder communications
- Designed, developed and presented analytical reports and insights derived from data analytics

Eduonix Learning Solutions, a leading EdTech company   **Feb 2020 – Oct 2021**
Digital Marketing Associate
- Developed deep client relationships in US and successfully onboarded clients with over 1 million followers on social media platforms within just 3 months
- Conducted deep market analysis and research on various factors influencing the brands of the customer portfolio and developed go-to-market strategies
- Delivered strategies that fuelled over 110% boost in revenue month-on-month
- Conducted marketing campaigns, budget management, optimising key performance metrics

Educational Qualifications:

- Bachelors in Business, Major in Marketing from the University of Technology Sydney, Australia: 2015- 2019
- Digital Marketing and analytics certification - Indian School of Business (ISB)
- Google Search Ads certification

Relevant Tools and Techniques –

- JIRA
- Google Analytics & Adwords
- Salesforce
- Brevo (email automation)
- MS O365 Suite, G-Suite
- Visio, Canva, draw.io
- Power BI & Tablue (in progress)

- Requirements gathering
- Customer journey development
- ROI and cost efficiency analysis
- Influencer Marketing
- Media Channel Planning
- Content Writing
- Stakeholder management
- Data Visualisation