

Ambuj Singh

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A Brief Synopsis.

Skills

<p>An astute & result oriented professional with over 3 years of extensive experience in Content Management System, Data Analysis, GAP Analysis, Client Relationship & Team Management.</p> <p>Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis.</p>	Management and Analysis: UML, Agile Methodologies, Root Cause Analysis, GAP Analysis. Quality Control and Assurance, DFD, Workflow Diagrams, Estimation, Scheduling, Data Analysis.
	Frame Works: Six Sigma, ISO 9001:2008, ITIL, CMMI-DEV, COBIT MVC.
	Programming Languages: Java Script, HTML, RDBMS, Java (Core).
	Database: My-SQL.
	Tools and Utilities: WAMP server, Net Beans IDE 7.2 Argo UML, MS Visio, Bonita Soft, Trello, CloverETL, Star UML Wireframes – Axure
Other Skills: MS Office & MS Project Professional.	

Certification

- ❖ Certified Scrum Master from Scrum Alliance
- ❖ IT Project Management from Indian School of Business
- ❖ Google Analytics Certified from Google Analytics Academy

Functional Expertise

- ❖ Team Management, Data Analysis, Product Management, Project Plan, Feature listing/prioritization,
- ❖ Act as a Subject Matter Expert for process and mentoring the team
- ❖ Manage and advice regarding the brand design, for internal and external communication, reports and marketing as required.
- ❖ Identifying, compiling trends and evaluating data to support E-Commerce team in decision making.
- ❖ Tracking KPI on web traffic and lead conversion funnels.
- ❖ Data extraction from internal DB (SQL), Google Analytics, Magneto & Adobe Omniture.
- ❖ Research (Customer) and Relationship Building.

Academic Credentials

MBA-IT - Full Time Two Years Course from **Symbiosis International University**, Pune-Maharashtra (2014-2016).

Experience Chronology

August 2019 – Till Date: - Godrej & Boyce Mfg. Co – Joined as an Assistant Manager.

Godrej Interio E-Commerce Website

- Conducting Requirement Analysis and Gathering session with the business team for the product
- Facilitate, formulate, propose and govern a go-to-market strategy for the product
- Formulate requirements in the form of User Stories with clearly defined objective and acceptance criteria in JIRA
- Maintain a healthy product backlog in JIRA by planning & conducting user story grooming sessions. Incorporate team suggestions and facilitate sizing / estimation of stories
- Manage releases by creating effective release plans
- Managing scope changes within a Sprint / Release by facilitating impact analysis and considering modifications to overall plan
- Ensure active participation from the team during planning meetings especially during the requirements discussions and scope planning
- Facilitate and encourage the team to maintain project status in JIRA
- Perform functional testing of the work items on the demo / test environments
- Prepare and communicate release notes for each release
- Perform a sanity check of the application before the Demo
- UAT Test Creation and Support
- Act as product owner and primary POC between team and the client
- Demonstrate a high level of ambiguity tolerance towards business requirements, change requests to guide clients to adapt to changing market situations
- Build trust with the client and strong bonding that would ensure resolution of concerns and conflicting situations amicably that bypass the top-down escalation route

December 2016 – July 2019: - Nykaa.com – Joined as an Executive.

Key Deliverables.

- Capturing requirements from the business team and suggesting a suitable plan
- Providing inputs to improve system by studying current practices; designing modification and identifying project bottlenecks
- Maintaining product backlog and prioritizing requirement

- Defining sprint scope and conducting Sprint Planning meetings with scrum team and stakeholders
- Developing and directing the development of wireframes/prototypes based on business requirements
- Coordinating and Facilitating kick-off meeting and envisioning sessions
- Compile, identify trends, and Evaluate data to support the E-Commerce team in decision-making
- Identifying and keeping a track of KPIs on web traffic and lead conversion funnels.
- Monitor user engagement levels from both website and email communications.
- Measure and monitor adoption of new features and post production builds.
- Data extraction from internal DB (SQL), Google Analytics, Magento, Adobe Omniture & Tableau

Projects at Nykaa.com

Pink Friday Sale

- Capturing requirements from the business team and communicating project vision, objectives, scope and priorities to teams
- Preparing product requirement documents such as BRD & FSD and negotiating necessary sign-offs
- Formulating requirements in the form of User Stories with clearly defined objective and acceptance criteria in Jira
- Maintaining product backlog in JIRA
- Building a collaborative relationship with the stakeholders to identify and mitigate risks
- Tracking project status and progress, to provide this visibility to the business team
- Removing obstacles (e.g. Hardware, tools, resource constraints)
- Liaise between product owner, business sponsors, subject matter experts, experience designers, testers and development groups to remove roadblocks and facilitate a smooth communication
- Assist in designing and building complex custom-designed solutions that utilise a wide range of the latest technologies

AD-Platform

- Prepared Vision and Scope Document to capture a very high level of understanding the background, goals, scope of the project, key stakeholders which were involved and the project milestone
- Created Project Plan document to elicitate the requirements
- Developed Use Case Diagrams to ensure the stakeholders of the process identified
- Wireframes and Mockups were delivered to the business team before taking a sign-off
- User stories, product backlog and sprints were planned during sprint plan meeting
- BRD & FRS documents were drafted and post that RTM and test cases were prepared to test the functionality

- SRS Document was delivered which captured the entire functional and non-functional requirement of the platform

June 2016 – December 2016: - Interglobe Technologies - Joined as Process Associate

Key Deliverables: -

- Assisted the clients in handling complex and complicated queries including complaints and feedback
- Understanding customer needs and incorporating them in the process. Identify and resolve operational and service-related issues to ensure customer satisfaction.
- Worked on training programs for the continuous development in performance
- Handling Customer Complaint for Air France/KLM Airline passengers and providing solutions to the complainers.
- Worked on GDS Tools such as Amedus and Fidelio.
- Maintaining KPI's and suggesting Improvements in handling customer queries.

November 2015 – April 2016 – GREX Alternative Investment Market, Pune – joined as Business Associate.

Key Deliverables: -

- Research and Relationship Building.
- Life Cycle Management (Revenue, Operations, SPOC).
- Sales, Providing Solutions to Investors.
- Acting as a communication liaison between Investors and Companies.
- Contribute to Company knowledge base and Process based Improvement.

Prior Education

- Bachelors in Hotel Management from Amity University, Noida U.P. (2011-2014)
- Schooling from Delhi Public School, Vasant Kunj, New Delhi in 2011.

Honors/Awards and Extracurricular Activities

- Nominated as Employee of the month at Nykaa.com (March – 2019)
- Played as a midfielder in football at school level and won several matches in Inter-house football tournaments from grades 9 to 12.
- Part of Student Cell and organized various events such as Amity Youth Fest, Brainy Street event, Amity Open Day at Amity University Noida.

Languages Known

- English, French, Hindi

Personal Snippets

Date of Birth: 25th July 1993

Permanent Address: C-8/8481, Vasant Kunj, New Delhi-110070