 

**Nancy** [ramalatha@elevax.com](mailto:ramalatha@elevax.com)

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# Professional Summary

Highly motivated and results-oriented Business Analyst with 13+ years of experience in the Ecommerce, Retail, and Insurance sectors. Proven ability to elicit, analyze, and document complex business requirements, translate them into effective solutions, and ensure successful project delivery. Expertise in Agile Scrum methodologies, including SAFe 6.0.

## Skills & Expertise

Frameworks Waterfall, Kanban, Scrum, Scaled Agile Framework (SAFe)

Tools MS Office Suite, Google Sheets, Jira, Jira Align, Rally, Confluence, Salesforce CRM & Cloud, Trello, OSVc, SharePoint, Microsoft Teams, Lucid charts, Balsamiq, Visio, Miro, Rest/Soap API, Tableau, SQL

## Certifications

SAFe 6.0 Product Owner **(**POPM) **-** ID: 22133505-5541 SAFe 6.0 Scrum Master (SSM) - ID: 29268439-7041

IT Business Analyst Training (BA) - ID: B130-2200-01

## Education

Bachelor of Engineering, Anna University, India 2001-2005

# Professional Experience

**Business Analyst *Oct 2023 – Present***

### Total Leave Program - Manager Portal – Unum Group

Implement a comprehensive Total Leave Program utilizing FINEOS software, encompassing employee, employer, and manager portals.

* Collaborate with business owners, Product Owners, and stakeholders to gather and analyze requirements.
* Conduct brainstorming sessions to generate innovative solutions.
* Leverage business analysis expertise to recommend and implement solutions that aligned with business goals.
* Utilize Lucid charts to visually represent requirements through diagrams and charts, improving process clarity.
* Lead backlog refinement sessions and defined user stories for sprints. Actively participate in sprint demos, retrospectives, UATs, and release activities.
* Ensure product accuracy through continuous exploration of business requirements and incorporating user feedback.

### ECCM Revamp – Data Migration and Enhancement of Account Services Letter Templates

Migrate account services letter templates from ECCM Live Viewer to CCMi, incorporating content enhancements and revamps.

* + Interacted with SMEs and service users to gather and document detailed business requirements.
  + Defined and documented global business rules applicable to the project.
  + Conducted project walkthroughs, communicated requirements to the development team, and collaborated on design and solution development.
  + Created and managed user stories in Rally, participated in sprint planning and backlog refinement, and tracked iteration status.
  + Prepared and reviewed UML diagrams and acceptance criteria, facilitated the QA team with test scenarios and data, and participated in high-level testing and validation of outputs.

**Reed Elsevier (RELX), India *Aug 2018 – Jul 2020***

### Sr. WebShop Operations Manager/Business Analyst

Led and managed online ordering and delivery operations for Elsevier Author Services, a multimillion-dollar e-commerce platform providing digital products and services to authors. Spearheaded projects, mentored teams, and managed a network of 10+ third-party suppliers

* Utilized Agile practices throughout the product lifecycle, from implementation and testing to launch.
* Collaborated with the Product Manager on competitor analysis, created detailed project plans, and made data- driven decisions based on user personas.
* Supported the Product Manager in maintaining the product backlog, allocating capacity, and implementing program features through user stories.
* Integrated and tested third-party APIs in vendor management systems using SOAP UI.
* Conducted gap analysis, implemented continuous improvements for enhanced user experience, and utilized feedback tools like Usabilla.

**Reed Elsevier (RELX), India *Aug 2014- Jul 2018***

### WebShop Operations Manager/Scrum Master

Successfully led cross-functional projects within an Agile framework, collaborating with marketing, procurement, and development teams to launch new products, revamp the e-commerce site, and improve profit margins

* Coached teams on Agile frameworks like Scrum and Kanban, facilitated scrum ceremonies, and mentored the team on Scrum values and deliverables.
* Pioneered in customer contract negotiation, cost management for products with the procurement team, and identified improvement plans.
* Configured NPS (Net Promoter Score) to measure user satisfaction and experience with new payment methods.
* Conducted SQL data analysis and generated business reports to inform decision-making.

### Reed Elsevier (RELX), India

**Associate WebShop Operations Manager *Nov 2008 – Jul 2014***

Managed key e-commerce operations, including product availability (File Management & QA), L2 end-user support, and marketing campaigns. Oversaw customer support, production, and printing teams.

* Managed small projects, analyzing business needs by mapping functional and technical requirements, and increased project deliverables.
* Proficient in documenting As-Is and To-Be processes, creating BRDs, SRSs, FRDs, and developing data models.
* Performed SQL queries on databases using SQL Server and assisted in analyzing marketing campaigns to gain insights into customer loyalty and segmentation.
* Identified and documented process improvements. Worked in electronic warehouse tools and demonstrated proficiency in business documentation.