

Rashmi Dawale

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Summary

Experienced business analyst with a proven track record in stakeholder relationship management and agile methodologies. Demonstrated expertise in translating business requirements into functional specifications, creating detailed user stories, and maintaining prioritised product backlogs. 2+ years of experience as a Former marketing team lead, adept at developing comprehensive marketing strategies, leading successful social media campaigns, and analysing market trends to drive revenue growth. Previous role as an investment advisor involved providing informed investment advice through financial modelling and market trend analysis. Experienced in analysing business processes and identifying areas for improvement. Skilled at translating complex data into actionable insights, facilitating data-driven decision-making. Excel at collaborating with cross-functional teams to deliver impactful solutions.

Work Experience

Business Analyst, 02/2024 – Current

Numetry technologies

Pune ,Maharashtra

- Collaborated with stakeholders to gather and analyse business requirements, translating them into functional specifications, and creating functional specification documentation
- Performed a walkthrough of the requirement post documenting, to the entire team for better understanding of the requirement, and approval.
- Create detailed user stories, acceptance criteria, and maintain a prioritised product backlog in alignment with business objectives.
- Involved in different aspects of testing, including reviewing test plans, test cases, and results to ensure they align with business requirements and acceptance criteria.
- Work closely with development teams to clarify requirements, resolve issues, and support the successful delivery of software increments following agile methodologies.
- Act as a liaison between business units and IT teams, ensuring clear communication and alignment of project

Marketing Team Lead, 09/2022 - 12/2023

ECE india Industries

Amravati, Maharashtra

- Collaborated with sales teams to align marketing strategies with sales objectives, driving revenue growth
- Engaged in department meetings to brainstorm new ideas for upcoming projects.
- Adapted marketing plans in response to data tracking efforts to raise brand awareness.
- Developed comprehensive marketing strategies to enhance brand visibility and increase market share.
- Responded to queries to provide up-to-date product market information.
- Led successful social media campaigns, generating significant growth in followers and engagement rates
- Analysed market trends and customer feedback to recommend product improvements and new development opportunities.

Investment Advisor, 05/2019 - 03/2020

Sharekhan pvt ltd,

Nagpur, Maharashtra

- Conducted a comprehensive study on customer perception towards mutual funds, analyzing their preferred schemes, selected plans, and reasons driving their choices
- Analysed financial market trends to provide clients with informed investment advice, maximising returns
- Offered advice on investment and retirement planning using tax-compliant managed portfolios as required
- Uncovered that the majority of individuals exhibit reluctance towards modern investment avenues like mutual funds, favoring low-risk options like recurring deposits
- Identified a preference for medium-risk investment elements among individuals opting for mutual funds, reflecting a cautious approach towards portfolio selection
- Utilised advanced financial modelling tools to forecast potential investment outcomes, enhancing decision-making processes.

Internship:

MYPROFINE- Nagpur

- Maintained accurate records and databases, ensuring data integrity and accessibility for relevant parties.
- Participated in community outreach programmes, representing the company and strengthening community relations.
- Assisted individuals with locating correct personnel or resources for different concerns.
- Assisted in organising and planning corporate events, contributing to successful execution and attendee
- Collaborated with senior staff to develop marketing materials, enhancing brand visibility and engagement.

Key Skills:

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| • Financial Reporting | • Tableau |
| • SAP s/4 HANA FICO, GUI, FIORI | • Financial Modelling |
| • Tally prime ERP 9+GST | • advanced Excel |
| • Power BI | • Stakeholder relationship management |

Certifications:

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| • Fundamentals Of Digital Marketing | • Banking products and services |
| • Advanced Excel: spreadsheet formulas for finance | • Sap S/4 HANA & FICO finance |

Education:

MBA (Finance + Operations)

Rastrasant Tukdoji maharaj Nagpur university , Nagpur (2018)

B.Sc Computers

Sant Gadgebaba Amravati university – (20