

# DEEPAN PALANI

## Senior Business Analyst (IT)

Seasoned Business Analyst offering 11+ years of IT industry success. Expert on business and systems requirements, user acceptance testing and end-user training. Accomplished at leveraging past lessons to inform future decision-making.



### Work History

2017-05  
Current

#### IT Business Analyst

##### *Dafna Web Solutions, Vellore*

- Handled high demands from the customer as a **front-facing representative until the delivery**.
- **Documented workflows** and results of business analysis in order to obtain sign-off from stakeholders on the specifications.
- Created Request for Proposal (**RFP**) and Request for Quotation (**RFQ**). Managed **10-12 enquiries per month**.
- Creating Business Requirements Document (**BRD**), Business Requirements Specifications document (**BRS**), Non-functional Requirements Document and **Use Cases Specifications**.
- **Handled technical delivery** of major/complex projects within the field of **application development (web & mobile)**.
- Worked with Development, Deployment and Support Team, integration of data, migration of data and report generation.
- Worked for **20+ e-commerce web applications** and maintained them for a while.
- ERP & CRM Application Development Documentation.
- **Reviewed test cases** to ensure requirements coverage.
- **Trained**, coached and provided guidance to the **client's staff**.

##### NOTABLE PROJECTS & CLIENTS:

[www.cmcpulmed.com](http://www.cmcpulmed.com), [www.akuecl.com](http://www.akuecl.com),  
[www.mariasupercity.com](http://www.mariasupercity.com), [www.willysindia.com](http://www.willysindia.com),  
[www.snewindia.com](http://www.snewindia.com), [www.zionambulance.com](http://www.zionambulance.com),  
[www.zionchurch.in](http://www.zionchurch.in), FITOPG Medical NEET PG Mobile App.

2012-05  
2016-11

#### Business Development Head

##### *Smidth Tech Engg. Pvt. Ltd., Chennai*

- Communicated directly with customers and partners to build strong business networks and relationships.
- Identified business development challenges in the industrial area for the **material handling solution** and sorted-out customer concerns in the existing product/system.
- Performed **website content management tasks (CMS)** ([www.smidthtech.co.in](http://www.smidthtech.co.in)) to enhance company online marketing techniques and promote brand exposure.
- Identified revenue opportunities by collaborating with distribution partners and made **5 crores of turnover**.
- Developed **12 new proposals** for existing customers, to draw in new projects and streamlined the work operations.
- **Researched product pricing, ratings and performance** and created comparison spreadsheets to evaluate competitors.

##### NOTABLE PROJECTS & CLIENTS:

Glass Handling Trolley for **Daimler** by **Saint Gobain**  
Silencer Handling Solution for **Nissan** by **Tenneco Automotive**  
Glass Handling Solution for Hyundai by **Asahi India Glass**



### Contact

#### Address

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#### Phone

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#### E-mail

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#### WWW

<https://zety.com/profile/deepanpalani/600>



### Skills

#### Analytical Skills

Excellent

#### Agile Methodologies

Very Good

#### Business Project Planning

Excellent

#### Planning and Coordination

Excellent

#### Product Development Documentation

Excellent

#### Operations Analysis

Very Good

2010-11  
2012-04

## Marketing Manager

### Seek Innovative Technologies, Vellore

- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.
- Executed search engine marketing (**SEM**), advertising and public relations campaigns to generate demand and sales leads.
- Transformed corporate website ([www.seekitech.com](http://www.seekitech.com)) and social media platforms to better engage customers and promote sales.
- Maintained documentation, detailing assignments, in-progress work and completed project milestones.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- **Recruited 30+** development and marketing team members and added value and diverse skills set to marketing department.



## Personal Vitae

INDIAN

Married (no children)

33 years old

Passport No.: **Z4929613**

Valid till July, 2029

Visited **France, Spain, Srilanka**

Fluent in **English**

**AVAILABLE IMMEDIATE**



## Education

2009-08 -  
2010-10

### MBA: International Business + Marketing Management

ESC-Pau Business School - Pau, France

2006-07 -  
2009-05

### Bachelor of Science: Computer Science

VIT University - Vellore, India



## Accomplishments

- **Earned several promotions** due to exemplary work performance.
- Marketing Consulting - Advised and assisted major computer companies, small businesses and non-profit organizations in business startup, business plans, marketing, public relations and communications with a **95% success rate**.
- **Reduced operating costs by 35%** by streamlining processes.
- Process Improvement - Achieved revenue objective by implementing cost-cutting measures.
- Earned a **Certificate for 10 years in a row** for documenting, redesigning and improving business processes.



## Personal Achievement

**Co-author** of the book and **Asst. Director** of the Documentary film (CBFC Certified) titled, "**The Living Legend Dr. G. Viswanathan**", Chancellor of VIT University, Vellore.

**Dr. G. Viswanathan** is a world-renowned educationalist, a former Indian Parliamentarian, a former Member of The Tamil Nadu State Legislative Assembly, a Social-Activist, Social-Reformer, President of Education Promotion Society of India, etc.,