
MARKETING BUSINESS ANALYST RESUME

Job Objective:

Marketing Business Analyst position in an established company.

Highlights of Qualifications:

- Proficient with SQL Server, Business Objects, Cognos, Hyperion
 - Good understanding of business process analysis, system analysis and data analysis
 - Ability to Organize sales data and develop data spreadsheets
 - Ability to research, analyze and leverage data from a wide range of internal and external sources
 - Excellent analytical and critical thinking skills
 - Ability to work in a cross-functional and matrixed environment
 - Excellent communication and interpersonal skills
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Professional Experience:

Marketing Business Analyst
Polycom, Inc., Atlanta, GA
August 2005 – Present

- Developed and prepared business plans and models to support market requirements and go-to-market plans.
- Developed market segmentation and business analysis, competitive analysis (financial), core offer positioning (financial).
- Developed and presented all Market and Products financial data with marketing Manager.
- Proficiently lead all financial and operational projects for Markets and Products.
- Identified new business methodologies to improve efficiencies, lower costs and improve revenues and margins.

Marketing Business Analyst
Apex Systems Inc, Atlanta, GA
May 2000 – July 2005

- Analyzed and reported marketing and sales pipeline.
 - Monitored and forecasted trends.
 - Identified issues and obstacles in the marketing pipeline.
 - Recommended solutions to Marketing and Business Management team.
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Education:

Masters Degree in Marketing
Georgia State University, Atlanta, GA
Bachelors Degree in Economics
University of California, Berkeley, CA

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