

# MANASI PRAJAPATI

## OPERATIONAL ASSOCIATE

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### ABOUT

Operational Associate with 1.5+ years of experience in data analysis, process optimization, and cross-functional collaboration. Proficient in handling large datasets, conducting data-driven analyses, and supporting strategic decision-making. Seeking to leverage these skills in a Data Analyst / Business Analyst role.

### TECHNICAL SKILLS

- Power BI
- Microsoft Excel
- FreshDesk
- SQL
- Microsoft PowerPoint
- CRM Salesforce
- Python
- Microsoft Word
- Tableau

### PROFESSIONAL EXPERIENCE

#### Dataflow Group - Applicant Support Associate

May 2022 to June 2023

- Assist in the daily operational activities to ensure the smooth functioning of the business processes.
- Collaborate with cross-functional teams to streamline operations and implement process improvements.
- Maintain accurate and up-to-date documentation of all operational processes, procedures, and communications.

#### Paytm one97 Communication Ltd. - Operational Associate

Dec 2021 to May 2022

- Client Coordination: Raising with clients to resolve queries, address concerns, and ensure a positive customer experience.
- Handling customer inquiries via various channels (phone, email, chat) and providing timely and accurate resolutions
- Issue Resolution: Troubleshooting and resolving customer issues related to payments, transactions, and account management, ensuring a positive user experience

### INTERNSHIP

- Developed interactive dashboard using Power BI to visualize and analyze sales data, leading to improved data-driven decision-making.
- Clean and transformed large datasets for better accuracy in reporting.
- Worked with the sales and marketing teams to make sure the dashboard met their needs.

### EDUCATION

#### Master of Business Administration | MBA | 2023 to 2025

Institute of Management Studies, Ghaziabad

- Business Analytics, IT strategy, Marketing Research, Data Management.
- Skills Developed - Analytical Problem-solving, Data interpretation, strategic Marketing

#### Bachelor of Media Studies 2018 to 2021

Allahabad University | Journalism

### ADDITIONAL INFORMATION

- Certification of Digital Marketing | Great Learning |
- Certification in Data Analytics | Internshala |
- X-culture Global Collaboration.
- Attended an HR workshop organized by Tareeqa Global Solution