

## ROZANA ASHRAF

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### OBJECTIVE

Experienced and detail-oriented Business Analyst with a proven track record of successfully analyzing and improving operational processes to maximize efficiency and drive business growth. Strong problem-solving skills and ability to effectively communicate with stakeholders.

### SKILLS

- communication
- Requirements gathering
- Technology
- Process improvement
- Project management
- Problem solving
- Negotiation
- Asset Management

### Education

**Bachelor of Science: Computer and Information Systems**  
**London Metropolitan University -London, England**  
**Dec 1999 - Oct 2004**

### EXPERIENCE

#### BUSINESS ANALYST

**Anid Infosoft**

Feb 2019-Dec 2023

- Conducted market research to identify potential opportunities for new product development.
- Analyzed customer data to determine trends in purchasing behavior.
- Developed and maintained strong relationships with clients to ensure satisfaction and loyalty.
- Identified customer needs, developed customized solutions, and provided knowledgeable advice.
- Created marketing materials and presentations for prospective clients.
- Developed system requirements documents and analyzed user needs to ensure the delivery of quality software solutions.
- Conducted research on various hardware and software products to determine compatibility with existing systems.
- Provided technical support for users, troubleshooting any issues that arose in their use of software applications.
- Performed data analysis and wrote reports to identify trends in customer feedback.

## **IT MANAGER**

### **Australian International School**

Jan 2014-May 2017

- Led a team of IT professionals to successfully implement and maintain robust network infrastructure.
- Implemented IT security measures, proactively protecting company data and systems from cyber threats.
- Wrote policy, procedure and manuals governing internal IT use.
- Adjusted project plans to account for dynamic targets, staffing changes and operational specifications.
- Coordinated ongoing technical training and personal development classes for staff members.
- Conducted company-wide technology instruction, onboarding, and education.
- Analyzed network security and current infrastructure to assess areas in need of improvement and develop solutions.
- Worked closely with management teams to plan, develop, coordinate, and execute technical strategies aligned to client's vision, mission and purpose.

## **ICT Consultant-**

### **Promoting Democratic Institutions and Practices (PRODIP),**

**Project of SUNY/CID, (Center for International Development of State University of New York) funded by USAID  
Dhaka, Bangladesh**

Jul 2012 - Mar 2013

- Delivered outstanding service to clients to maintain and extend relationships for future business opportunities.
- Supported clients with business analysis, documentation, and data modeling.
- Tracked costs and expenses to compare with original budget and identify failure points. recommend acquisition of new technologies, Prepare IT SOP and Policies Help Foundation's sub-grantees standardize IT infrastructure and acquisition of best practices Manage outsource app development projects, and mentor end-users.
- Developed strategic component development plans to support future projects.
- Designed and deployed Member of Parliament Contact Database and Parliament Library System and Parliament Employee Management system development.

## **Business Development Manager**

### **Aamra Companies, Aamra Networks**

**Dhaka, Bangladesh**

Jan 2011 - Jun 2012

- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Researched and identified opportunities for account growth, account penetration and market expansion.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Worked with existing customers to increase purchases of products and services.
- Performed research to uncover potential target areas, markets and industries.

- Represented company and promoted products at conferences and trade association meetings.
- Generated new business with marketing initiatives and strategic plans.
- Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.

**System (IT Service Desk) Senior Officer (IT Specialist),**

**IT Enterprise Service-**

**Warid Telecom (Pvt.) Ltd**

**Dhaka, Bangladesh**

Jul 2006 - Sep 2010

- Maintained a well-managed and motivated team of Service Desk engineers for better IT Support to satisfy business users.
- Managed IT Service Desk application with optimized performance. Administering Service desk portal (CA Unicenter) and reporting application (Crystal report).
- Was responsible for Asset management (IT Inventory).
- Acquired knowledge of delivering complex projects throughout lifecycle, specifically: Project planning and progress monitoring including budget control and milestone control; issue and risk management; stakeholder management Ensure development projects are accomplished on time and within budget.
- Maintained and modified of the work processes, preparing policy guidelines for the sake of user satisfaction.
- Conducted the technical training session to make the team technically hands on.
- Proactively monitored and assessed the day-to-day quality and output of support teams.
- Worked with internal and external users to ensure successful Support and maintaining SLAs.
- Designed and managed services and service levels, project documentation (scope, project plans, schedules, resource plans, reporting etc.), effort & resource estimation and meeting facilitation.
- Liaise with stakeholders to develop product vision through creation and maintenance of a product road map.
- Implement all the activities mentioned in the project proposal and activities as advised.
- Work closely with cross functional teams to document and rationalize product features.