

PRAFULL GUPTA

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ACADEMIC DETAILS

- ICFAI Business School, IBS Hyderabad Jun 2019 - Feb 2021
Master of Business Administration (MBA), Marketing, Product Management, Business Intelligence and Analytics
- School of Studies in Pharmaceutical Sciences, Jiwaji University, Gwalior Apr 2014 - Jun 2018
Bachelors in Pharmaceutical Sciences (B. Pharma)

WORK EXPERIENCE

Business Associate, Tech Mahindra

Apr 2021 - Present

Role: Associate Project Coordinator

Jun 22 - Present

Skills Used: Project Documentation, Agile Methodology, Jira, MS Project, Excel

- Coordinated end-to-end project activities including planning, execution, monitoring, and closure across cross-functional teams.
- Managed project documentation including schedules, RFPs, meeting minutes, progress reports, and change logs.
- Prepared and tracked detailed project plans using MS Project with regular updates and re-baselining.
- Organized and led meetings with stakeholders, vendors, and contractors; documented action items and followed up on closures.
- Reviewed method statements, risk assessments, and technical documents to ensure alignment with client standards.
- Tracked project progress against milestones; generated delay analysis, catch-up plans, and look-ahead schedules (30/60/90 days).
- Managed change requests, cost proposals, and project governance documents.
- Facilitated communication and coordination between clients, internal teams, contractors, and other stakeholders to resolve dependencies.
- Supported risk analysis and mitigation planning to address schedule, cost, and resource bottlenecks.
- Worked closely with value stream managers and technical leads to ensure resource alignment and agile delivery where applicable.

Role: Associate Business Analyst

Aug 21 – May 22

Skills Used: Requirement Gathering, Manual Testing, UAT, Data Extraction

- Liaised with clients to better understand business needs and current market landscape. Responsible for delivering functional specifications and stories with prioritized features and corresponding justification.
- Experience in developing use cases, managing requirements traceability, and working knowledge of requirements management repository tools.
- Helping development team understand user personas and product features to build the technical specifications for business purposes.
- Assist in developing test plans and test cases. Performed user acceptance testing and work with the QA team to resolve any issues.

Digital Marketing Intern, ABSYZ Consulting Private Limited

Feb 2020 - May 2020

- Market Research:** Conducted secondary research to know more about the Healthcare Industry, their recent market trends, news, articles, and whitepapers and understand Salesforce and its competitors.
- Whitepaper:** Written White Paper on the Healthcare Industry to increase awareness and visibility of the services.
- Technical Documentation:** Created technical manual on G-Suite to support internal staff.
- SEO Optimization:** Optimized website structure for search engines to drive the website traffic and monitored web traffic to recommend proactive adjustments.

- **Potential Rival analysis:** Performed competitive and SWOT analysis on potential rivals considering their market, customers, and pricing strategy of their product and services
- **Social Media Analytics:** Wrote social media posts, promotional emails, and other marketing collateral and analyzed social media metrics.

Franchise Owner, Flance LifeSciences

Nov 2017 - May 2018

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- **Team Leader:** Responsible for heading complete marketing and operations with a team of 10 market representatives in four districts.
 - **Product Research:** Conducted target market research to discover customer needs, analyze competitor trends, determine optimal pricing of goods, and capitalize on emerging opportunities.
 - **Market Expansion:** Worked with LifeSciences provider for establishing product-market fit, devising strategies for go-to-market and product launch to drive strategic growth and revenue.
 - **Product Roadmap:** Established criteria for each milestone, including sales and revenue to measure developmental progress.
 - **Customer Acquisition:** Developed deep understanding of customer needs to acquire and retain customers in order to increase customer loyalty towards the company.
 - **Stakeholders Relationship:** Built and strengthened strategic relationships with supply chain partners, advertising agencies, and vendors.

ACHIEVEMENTS

Udemy

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- Advance Project Management by Cole Mercer and Evan Kimbrell
 - Marketing Research by Oxford Learning Lab to understand each of the stages of the market research process

AWS

- Completed AWS Cloud Practitioner Essential certification