Deon Jamy Joseph

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Skills

Business Analyst Competencies: Revenue Growth, Market Research and Analysis, User Analysis, KPI Monitoring
Software /Programming Languages: Excel, Power BI, SQL, Tableau, Python, R programming, WordPress

Education

University of California, Riverside   **Present-2024**
MBA, Concentration: Information Systems
Vellore Institute of Technology, India   **June 2019**
Bachelor of Technology in Mechanical Engineering

Professional Experience

Product Marketing Manager, *Selltog Online Private Limited*   **July 2020- August 2022**
- In charge of the new corporate experience programs and new MS Excel courses which was helping students gain experience in their field of occupation.
- Led the app development team for the AptiSmart mobile app which allows users to take free subject knowledge tests, prevent taking screenshots and opening other browsers while using the app.
- Led the development of B2C SAAS software tools of AptiSmart which helped saw an increase of 36% in gross revenue sales.
- Monitored budget distribution and performance of paid ad campaigns.
- Worked with sales and marketing teams to add more than 150 new client acquisition utilizing the data provided.

Business Analyst, *SteelInd Products*   **August 2020-August 2022**
- Examined and systemized the inventory for online sales in platforms like GEM, Amazon, and India-Mart.
- Improved the sales of the company by 10% by understanding customer needs and analyzing online market trends and consumer needs.
- Performed an analysis that eliminated unprofitable products with $20,000 of annual savings from 2020 -2022.
- Reported on common sources of technical issues or questions and make recommendations to product team.

Operations Representative, *Concentrix*   **June 2019- June 2020**
- Operated for Texas Instruments as a contractor in dealing with all major technical issues in both software and hardware department
- Created a seamless and reliable service for Texas Instruments to resolve their issues more effectively and efficiently.
- Reduced the time at which customers get their troubleshooting resolved.

Production and Manufacturing Intern, *Midas Private Limited*   **May 2018**
- Monitoring the operations in making tire threads from raw materials like rubber, resin etc.

Production and Manufacturing Intern, *Hindustan Newsprint Limited*   **December 2018**
- Monitoring the unit operation required to make paper rolls for newsprint companies

LEADERSHIP EXPERIENCE, EXTRACURRICULAR ACTIVITIES & CLUBS

CAPSTONE PROJECT: Hybrid KERS for Human Powered Vehicle
- Co-authorized the final-year project on "Hybrid Kinetic Energy Recovery System for a Human Powered Vehicle (Recumbent Bike)".
- A Recumbent bike was used to recover energy during braking and stored in a reservoir system for later use for acceleration as a more efficient and sustainable solution to a generic bicycle.

PROPOSAL FOR SET UP OF USED ENGINE OIL TO BASE OIL REFINERY PLANT
- Worked on it as a Lean Startup management project how industries could utilize used engine oil and convert them to base oil for cars, instead of using the brand-new oil
- Calculated the cost difference and profits the industry could gain from utilizing this set up.

Certifications

- **Product Management Essentials,** *Coursera*   **January 2023**
- **Data Visualisation: Empowering Business with Effective Insights,** *Forage*   **December 2022**
- **Mastering Data Analysis in MS Excel,** *Coursera*   **September 2019**
- **Programming for Everybody (Getting started with python),** *Coursera*   **November 2022**
- **The complete digital marketing course,** *Udemy*   **August 2022**

Additional Information

Core-Committee Member & Volunteer, *Juvenile Care*   **2015 – 2019**
Events and Sales Team Manager, *Fitness and Beyond*   **2016 – 2018**