**Selam Mengisteab**

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**Professional Summary**

* Overall 6+ years of work experience as a Business Analyst in carrying out analysis of work systems, procedures, information, and documentation in Merchandising and Banking domain.
* Proficient in financial, banking, and trading concepts
* Experience in using SharePoint with implementation for document management and collaboration
* Excellent verbal and communication skills necessary to elicit requirements through observation, survey, interviews, Joint Application Development (JAD) sessions, and Brainstorming with Business Owners, Business Users, and other stakeholders
* Possess excellent organizational skills with the ability to manage multiple responsibilities
* Experience in defining the scope of projects based on gathered business requirements including documentation of constraints, assumptions, business impacts, and scope exclusions.
* Experience in supporting strategic planning, and goal setting, strengthening accountability, enhancing decision making and improving customer service
* Proficient in Collecting data to analyze, execute and measure customer analysis, marketing campaigns, merchandise, and digital experience analysis
* Experienced with Business Intelligence Tools such as Tableau, Power BI, and MicroStrategy to extract and modify data from a multitude of sources into insightful reports
* Experience querying data from relational databases using SQL
* Proficient in tools to help workers across the entire Product life cycle from begging to end using tools such as FlexPLM, COT, OO Commitment Report Tool, Studio Asset Manager (SAM), and Item Search
* In-depth knowledge on developing well-organized, insightful reports, dashboards, and other forms of data visualizations to support strategic, tactical, and operational business decisions
* Proficient with Microsoft Office Suite applications, including advanced Excel skills

**Technical skills:**

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| Operating Systems: | Windows 8/10 |
| Database: | MS SQL Server, MySQL, |
| Other Tools/ Applications: | Tableau, MS Excel, MS Office, MS Project, Power BI, MicroStrategy, FlexPLM, COT, SAM, Item Search |
| Business Modeling | MS Visio, Lucid chart |

**EXPERIENCE**

**Nordstrom,** Seattle, WA **09/2021- Current**

*Business Analyst (Merchandise)*

* Performing business analysis activities at the strategic, operational, and organizational level; working with key users in the continual improvement of business processes
* Collaboration on Project in the support of existing systems, processes, services and/or in the execution of new projects
* Capturing Business User Stories and Requirements
* Providing analytical support to maximize product performance by understanding system capabilities, user needs, and user experience
* Creating detailed Functional Designs and/or user stories for technical counterparts
* Creating and executing test plans, including capturing, and working through solutions to defects
* Developing user documentation for newly created processes and system enhancements
* Project timelines are communicated to the Project Managers and are completed on time
* Uses logic and methods to solve difficult problems with effective solutions
* Developing well-organized, insightful reports, dashboards, and other forms of data visualizations to support strategic, tactical, and operational business decisions
* Utilizing different data programs such as FlexPLM, Item Search, Studio Asset Manager (SAM), Tableau, Power BI, and other dashboards tool sets for data analysis
* Collaborating with developers, quality assurance, production support, and end users to provide business direction on system analysis, design, development, testing and deployment
* Ensuring the related fixes and/or enhancements are tested successfully (by IT and by key users)
* Facilitating and conducting JAD workshops and requirement elicitation sessions with end-users, clients, and stakeholders

**US Bank,** Seattle, WA  **04/2019 – 06/2021**

*Business Analyst*

* Translated stakeholder requirements into tangible deliverables, such as functional specifications, user cases, data model diagrams and process diagrams
* Engaged with stakeholders and partners to execute the vision for meeting the organization’s needs for business intelligence, situational awareness, and rapid response
* Strong Business planning and financial modeling experience driving end to end measurement including incrementally of customer facing programs
* Worked closely with our business partners to ensure reporting/ data meets or exceeds requirements
* Helped with data collection processes ensuring adequacy, accuracy, and legitimacy of data
* Updated documentation: procedures, processes, flowcharts
* Assisted with data standardization and data taxonomy efforts at enterprise level
* Continuously improved business intelligence / reporting processes, procedures, and workflow
* Provided analytics and decision-support tools to clients to support implementation of reorganization and consolidation strategies
* Analyzed product, pricing, financial, and marketing data to evaluate trends and synthesize information
* Track and researched data issues that arise and work with business to fix the issues and/or build a new process/report to identify reoccurring issues
* Interpreted and provided recommendations for performance and profitability enhancements.
* Analyzed various marketing and pricing tests to determine customer response to different initiatives and strategies
* Partnered with various teams across the Bank to coordinate report distribution and knowledge sharing across the organization for executive meetings

**Union Bank,** Seattle, WA **02/2017 – 03/2019**

*Associate Business Analyst*

* Worked closely with leaders and their teams to provide guidance in identifying, evaluating, and developing processes and procedures that are effective and meet requirements
* Provided research and analysis of data and problems of varying complexity to develop recommendations to solve problems and issues related to business operations
* Provided reporting and analysis to assist in executing solutions and provide consultation to clients, colleagues, and management
* Interpreted and provided recommendations for performance and profitability enhancements.
* Effectively collaborated across a diverse team of internal and external stakeholders to address business or systems issues
* Developed business documentation, including procedures, work instructions and process flow diagrams
* Participate in knowledge transfer and requirement gathering sessions to determine business goals and areas for improvement
* Provide recommendations to senior executives regarding performance and areas for improvement
* Empowered the growth and development of branch staff to encourage proficiency and effectiveness through leveraging Business Banking processes
* Completed in-depth analyses for business optimization projects boosting revenue
* Aided business customers in opening, managing, and optimizing their bank accounts and other products while ensuring compliance with Banks Policies, Procedures, and Regulations

**EDUCATION**

* Bachelor of Business Administration– *American University in Dubai*

**CERTIFICATE**

* Application and Software Development Career Certification
* Salesforce Certificate