

Mike Conkey  
39 Taylor Road  
Bethel, CT 06801-1627  
Home: (203) 798-2424  
E-mail: [mikeconkey@snet.net](mailto:mikeconkey@snet.net)

**To Prospective Client/Employer:**

Assigned to the role of a Business Analyst brings with it many responsibilities and is a key position in any application design and business improvement and/or reengineering effort. It is a position that I dedicate my efforts to because of the critical role I play in the process.

Throughout the pages of my resume I have attempted to highlight the numerous work experiences and responsibilities that I have had over numerous years in the Internet, computer and data communication industries. Several of my most recent consulting assignments provide me with the in-depth, hands-on experience needed for your posted opening:

- Strong ability to listen to the customer, ask appropriate fact-gathering questions, match the customer's needs, and recommend the best available solutions or products. And, assist the business team in determine their requirements within the vision and scope of the project.
- Lead Business Analyst responsible for interpreting business needs and translating them into application requirements and properly documenting them in Use Cases. Use Cases following the RUP approach have been the principle approach used; with each client stipulating their distinct approach on how they want the Use Cases to flow. Having provided complete flexibility in creating and updating the Use Cases based on the clients' desires has been essential, and has ensured that all teams involved have accurate guides to follow and refer to throughout the life of the project.
- Thorough knowledge of needs analysis and data gathering techniques required to determine the business requirements for business report creation, and designing and implementing real-time personalization and associated functions for Customer Relationship Management (CRM) enterprise solutions. This encompasses industries such as membership marketing, direct marketing, and telemarketing oriented businesses. The same techniques can be applied to any CRM implementation.
- In the Business Analyst role, it has been my responsibility to work with the Quality Assurance and business teams to assist in creation and implementation of test cases based on the Use Cases created for the project. Once again, the Use Case proves to be a focal point during the lead-up to and during the development and use of test cases.
- Responsibilities have included extensive day-to-day interaction with business users to understand their needs and requirements, and the offshore and in-house development teams to successfully transform the business requirements into a new business application. And full responsibility to continuously update the core Use Cases maintained in IBM Rational RequisitePro and used as the foundation for the project during considerations and design efforts related to mainframe-application bridging, conversion, design, testing, and implementation documentation.
- Have participated extensively in the UI/UE stage of application design, working with the screen design teams and the business to help ensure the user experience and application requirements are taken into consideration on every screen of the new application. Once again, referring to the Use Cases as guides to capturing the requirements on the application screens.
- Due to the incremental and iterative approach used in the application design efforts I have been involved in, it has been my responsibility as the lead Business Analyst to provide hands-on testing of the application at various stages of the process; Basic Application Testing of the application's major operations to allow it to move to the next stage of testing (from the Development testing stage to the Functional Test stage, and assisting the QA team with their testing in the QA, and lead-up to the Production stage). And, document any issues discovered during testing to ensure they are addressed.
- Rational ClearQuest has been used extensively as the tool I have used to document, track, validate, and close coding design issues and application functionality issues throughout the development cycle. Use Cases are updated as required to incorporate clarifications, corrections and enhancements to the business requirements.

Whether as a Business Analyst or one of the various other positions I have held throughout my career, my total solutions approach ensures that any project, client need, or corporate goal is met with the highest level of satisfaction and positive results for the customer and the company. A successful approach to "customer service" has been ingrained in each of my various roles and responsibilities throughout my career.

Thank you for your consideration, I look forward to talking with you about the Business Analyst opportunity.

Regards,

Mike Conkey  
<http://personaltechnology.biz/resume>

# Mike Conkey

39 Taylor Road  
Bethel, CT 06801-1627  
Work: 203-798-2424  
[mconkeyct-resume@yahoo.com](mailto:mconkeyct-resume@yahoo.com)

## Business Analyst Experience

### **Business Analyst - contract position (May 2004 to Mar. 2006) - Cendant Mobility, Danbury CT**

- Senior Business Analyst responsible for interpreting business needs and translating them into application requirements and Use Case functionality, and working with technical and programming teams to aid them in providing conversion, design, QA/testing, and implementation guides based on the foundation Use Cases created for the project. Responsibilities include extensive day-to-day interaction with business users to understand their needs and requirements, and the offshore and in-house development teams to successfully transform the business requirements into a new business application. And full responsibility to continue updates to the core Use Cases used as the foundation for the project conversion, design, testing, and implementation documentation.
- Extensive involvement in the full needs-discovery, UI/UE design, development, testing, and roll-out of new software applications tied to several legacy systems. Participating in the complete testing process from: Offshore development testing, in-house development testing and support, functional test, and assist in quality assurance testing in preparation for full production of a new business software platform and application.
- Performing lead business analyst responsibilities involving extensive day-to-day interaction with developers and business users to understand their needs and requirements and transform them from Use Cases used as the foundation for the project conversion, design, testing and implementation documentation.
- On-going support of offshore application design efforts with continuing modifications to supporting documentation to match business needs, and aid in application development, QA testing efforts, and more.
- Management & resolution of open design issues presented by the IT, offshore development and business teams via IBM's Rational ClearQuest defect and issues tracking software.
- Extensive involvement in User Interface and User Experience design efforts, helping the developers interpret Use Case requirements, and aid the business users with their on-going iterative screen review process, ensuring the designs properly reflect the business requirements for the new system being designed.
- Multi-phase requirements gathering, UE/UI analysis and design support, and roll-out effort support with IT/business/Offshore development teams.
- Staged roll-out effort support through to post-deployment business users and IT maintenance staff.

#### **Duties and skills included:**

- Working with IT technical teams (on-site and offshore) to interpret business requirements from Use Cases and analysis documents, aiding in the creation of resulting design documents and more...
- Abilities brought into practice daily are my excellent understanding of the tools used to develop vision documents, functional requirements documents, flow diagrams, and Use Case documents with understanding of the development life cycle and testing procedures, interacting with QA, programming, and IT professionals of other

disciplines.

- Work with business partners to define needs and requirements, explore new opportunities and conduct feasibility studies. Able to develop vision documents, functional requirements documents, process maps/flows, and Use Case documents
- Capable of working on a project team and interfaces with the business, IT and programming teams (on-site and offshore) to define and translate business requests into technology initiatives
- Taking responsibility for investigating and recommending solutions for application defects, and working with the business and Quality Assurance to test application fixes and enhancements. Capable of working with application developers to create prototypes, test functionality and verifying outputs with the business. Ability to guide the business in the development of test plans and can work with Quality Assurance, database, technical and operational analysts to ensure successful testing, training and deployment.

**Business Analyst/Consultant (Dec. 2003 to Jul. 2004) - Mercator Software, Wilton CT**

Actuate Reporting: Actuate report design and implementation services for a new installation of Siebel Call Center. Responsibilities include creating new reports and enhancing existing (default) reports for sales, customer service and customer support organizations.

- q Actuate e.Report Designer Professional v.6 and Siebel 7 eBusiness v7.5 implementation.
- q Existing reports had to be recreated in Actuate based on spreadsheets and Access Database reports that were in use by the various departments.

**Business Analyst (Feb. 2001 to Sep. 2002) - Trilegiant Corp, Stamford/Norwalk CT (previously part of Cendant Corp)**

**Business Analyst, Consultant** – Responsible for evaluating the business and technical requirements for Customer Relationship Management software Real-time Personalization (RP/RT) module, with on-going performance analysis & support of the implemented E.piphany E.5 CRM system RP module.

- Initial successful pilot project and new project analysis: Provided initial Scope and Business Requirements documents and presenting them to the IT, Software Development, and business teams. Worked with all teams to arrive at the best technical solution for the business initiative.
- Prepared RP-based reports for the business via interaction with the Analytical Platform (AP). Trained the business on the use of the report templates and creation of their own reports.
- Prepared Use Cases utilizing the Rational Unified Process techniques, and test plans for Q/A level functional testing, regression testing, and implementation phases of the project. Participated in numerous testing efforts for all CRM modules (Analytical Platform, Interaction Platform (IP), RP and internal implementation of online order entry used by the Customer Service Representatives).
- Assisted other business analysts, project managers, and software development teams on numerous aspects of the CRM project (testing, implementation and on going support of the RP module and its interaction with the other CRM modules (AP and IP), reporting and CSR use).

**Business Analyst, Consultant** – Responsible for supporting a New

Products group within Trilegiant responsible for evaluating the business and technical requirements to support web-based new business opportunities.

- Providing initial Scope and Business Requirements documents and presenting them to the IT, Software Development, and business teams. PMO project management processes incorporated to deliver projects on time, within budget and to an agreed upon level of quality.
- Created the project plan and managed adherence to plan monitoring the progress of all tasks, required completion dates, critical path, and time line. Compared budgeted and actual time spent on the project.
- Overview of the project with weekly review meetings with internal IT staff, developers, and external partners.

### **Business Analyst Expertise Summary**

- Strong ability to assist the business stake holders and subject matter experts, along with the IT leads from participating departments throughout the solutions planning and implementation lifecycle.
- Participated in cross-competency teams completing tasks related to business solution planning, business case development, documenting and managing customer requirements throughout the solutions implementation lifecycle. Including: Documenting requirements definitions, requirements analysis, process analysis, requirements change management, use case modeling, logical system design.
- Work collaboratively with numerous business representatives and IT teams (in-house and offshore) to assist in the analysis and development process and implementation of the specific technology and architecture necessary to deliver business solutions.
- In-depth ability to analyze an existing operation (method of doing business), recommend changes and/or enhancements, implement the changes, and monitor the results. All the while, being ready to make necessary corrections to ensure complete customer satisfaction and greatly improved operations. Experience includes use-case modeling, RUP, and use of Clear Quest as part of CRM business analyst responsibilities.
- Assist in determining and documenting project definitions, requirements, Use Cases and process documents. Facilitate business/IT workshop sessions as appropriate to aid in the discovery, documentation, analysis, and review of business requirements for the new application focused around specific Use Cases required to properly define and record all requirements.
- Assist in determining the best solution for the issue being addressed.
- Contribute to the business case development.
- Experienced in the RUP Methodology lifecycle, including business planning, data analysis, process analysis and design, business and functional requirements analysis, Use Case analysis, system design and development, and UI/UE processes, testing, and implementation.
- Skilled in developing, updating and managing all required project Use cases using the RUP methodology. This includes updating Use Cases based on requirement issues discovered and resolved throughout the entire analysis, design, and development process; and issues management, review, updating, and reporting via IBM Rational ClearQuest.
- Ability to build client relationships and create client satisfaction throughout the project lifecycle.
- Strong communication and interpersonal skills.
- Ability to manage multiple projects and tasks concurrently.
- Skilled in use of Microsoft applications, and IBM Rational RequisitePro to manage all Use Cases and supporting documentation.
- Risk assessment, negotiation, and problem resolution skills.
- Ability to bridge communication amongst technical and non-technical project staff in-

house and offshore development teams, and customers.

- Excellent reasoning and strong decision making skills.
- Meticulous attention to detail.
- Excellent written and verbal skills.
- Ability to function in a fast-paced environment.
- Ability to motivate and develop team members.

### **Background Highlights**

- Web site consulting services providing consulting, design, development, implementation, marketing, and on-going support for large volume web site deployment.
- Business Analyst highly skilled at reporting needs-analysis, report creation, integration, and implementation. Related skills involve: Actuate report design and implementation services for new installations of Siebel Call Center; providing new report creation services, conversion or enhancement of existing reports for sales, customer service and customer support organizations. Working with Actuate e.Report Designer Professional v.6 and Siebel 7 eBusiness v7.5 implementation working extensively with Siebel Tools in creating report files, applets and business components.
- Business Analyst specializing in CRM implementations, with recent successes in consulting for a membership marketing company. Successfully gathered business requirements, recommended necessary business rules and system designs, and worked with the development team to create the version of real-time personalization (RT) that best met the customers needs. Instrumental in the creation of Use Cases, functional testing, debugging, and implementation of the RT portion of the CRM solution (E.piphany E.5 release). Worked closely with other business analysts in tying the Analytical Platform, and the Interactive Platform to the RT module, with a successful pilot rollout as the results of our collective effort.
- Successfully performed Project Manager/Business Analyst duties for a membership marketing firms new business team, working with the internal business team, software development team, and the company's business partners to determine what was needed for a successful web site creation and operation capable of taking real-time/online new membership applications. Created all proposals and business requirements documentation for the business team and software development team (functional requirements documents). As the project manager on all such jobs, I managed the internal teams and on-going communications with the business partners, helping to resolve issues, and ensure on-time delivery of the functional web site to the business.
- As Director of Sales and Marketing for a specialized software development/ASP organization, successfully marketed the web-based e-commerce ASP solution to manufacturers. Created all marketing materials and conducted all cold-call and on-site presentations of the solution and services.
- Major account/national account sales manager responsibility with a support team working to ensure complete customer satisfaction, on-time delivery of our products and services, and in-depth understanding of the customers needs and desired level of service. On-site pre- and post-sales support rounded out our teams dedicated effort of sales to and support of corporate and federal clients.
- Web site creation via MS FrontPage, MS Publisher & HTML with a focus on information sharing and product offers.
- IT Business Support Center team leader, and a Technical Services Team Leader, successfully improved the moral and dedication of all team members, and increased customer satisfaction to a high level.

- IT Team Leader responsibilities provided the rewarding challenge of managing a team of dedicated technicians, at the same time participating with direct hands-on servicing and training of the company's internal customers.

[REDACTED]  
Sales, Marketing, Internet, PC technology, Director, National Acct. Mgr., IT Team Leader/Help Desk Mgr.

For extensive employment history and dates, please see my posted resume to review the numerous positions held that have provided the background leading to my successful Business Analyst consulting career: <http://personaltechnology.biz/resume>

*Business Analyst consulting assignment references available*

Education

[REDACTED]  
Western Connecticut State University, Danbury, CT

Other

- 23 Credits focused on business/marketing major
- Direct Marketing, off-campus, non-credit course

Specialized studies

- [REDACTED]
- Dale Carnegie Courses in human relations, professional sales training course, and assistant instructor for second twelve-week session of the sales training course.
  - Evelyn Woods Reading Dynamics
  - Real Estate investing courses
  - Internet Marketing & Web site design courses
  - Actuate e.Report Designer Professional v.6 and Siebel 7 eBusiness v7.5 implementation working extensively with Siebel Tools in creating report files, applets and business components
  - Brio, Crystal Reports, and Business Objects reporting/business intelligence tools experience
  - E.piphany's Analytical Platform reporting functions.
  - IBM's Rational Unified Process Use Case techniques used in business analyst role
  - IBM's Rational ClearQuest for problem reporting and tracking.
  - Extensive Web site creation via MS FrontPage, MS Publisher & HTML

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