

Leo Joseph

BUSINESS ANALYST – Process Modeling, Requirements Gathering, Data Analysis

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📍 [Ontario](#)

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SKILLS

- **Business Process Modeling:** Process maps, workflows, Standardized documentation to Digital archive operations.
- **Requirements Gathering:** Capturing, prioritizing, and validating business requirements via interviews, surveys.
- **Project Coordination:** Facilitate project managers in mini-initiatives while aligning outputs with defined KPIs.
- **Analytical Tools:** Office Productivity Suite, Google Docs, SQL, Python, Tableau, Power BI, and Data Studio.

WORK EXPERIENCE

Software Tester

November 2023 – April 2024

Masterstroke Technologies

Ontario

- Developed and executed over 150 detailed test scenarios including functional, UI, and regression test cases using agile methodologies, defect tracking tools like JIRA, version control systems such as Git, and automation frameworks.
- Collaborated with developers and product owners to validate integration and backend functionalities, leveraging SQL for data validation, Jenkins for continuous testing workflows, and API testing tools like Postman for integration validation.
- Analyzed test results using hardware-software interface tools, enhancing functional validation coverage by 33%.

Digital Account Strategist (Google Ads Campaign Specialist)

January 2023 – October 2023

Teleperformance (supporting Google)

Ontario

- Designed, launched, & optimized over 75 customized digital campaigns using Google Ads, Smart Bidding, audience targeting, automated rules, remarketing strategies, resulting 34% increase in CTR and a 22% decrease in cost-per-click.
- Conducted in-depth performance analysis using Google Analytics, A/B testing, and internal dashboards to improve keyword quality scores and implement data-driven adjustments that increased ad conversion rates by the 28%.
- Influenced strategic consultation to over 60 business clients, leveraging audience insights, A/B testing methodologies.

Financial Service Representative

September 2022 – December 2022

Gatestone & Co. Inc

Ontario

- Managed high-volume inbound and outbound calls to process and negotiate payment resolutions, maintaining 100% regulatory compliance with FDCPA, optimizing call workflows, and increasing collections success rate by 45%.
- Incorporated proprietary CRM tools, skip tracing systems, predictive analytics, data reconciliation techniques to analyze account data, validate debt ownership, & design customized repayment schedules with client affordability models.
- Investigated and resolved 60+ account inquiries per week using skip tracing, enhancing portfolio collection by 31%.

Business Consultant

March 2022 – August 2022

Trillium Health Partners Foundation

Ontario

- Designed strategic fundraising presentations, collaborating with hospital departments to align campaign messaging with healthcare goals, utilizing data analytics & digital engagement platforms, raising community participation 53%.
- Facilitated over 40 donor meetings, implemented CRM-based engagement tracking, analyzed predictive analytics to analyze donor data trends, and integrated automated workflows to enhance personalization and retention strategy.
- Aligned cross-departmental teams on healthcare initiatives, optimizing operational support for donor outreach by 36%.

Business Developer

September 2019 – September 2021

Rajadhani Groups

India

- Conducted market analysis using Google Trends, customer segmentation models, predictive analytics, cohort analysis, multivariate testing, machine learning algorithms to redesign service workflows and increase customer satisfaction 47%.
- Led website redesign projects using SEO optimization, UX best practices, A/B testing, heatmap analysis, and conversion rate optimization (CRO), resulting in a 60% boost in average session duration and 35% lower bounce rate.
- Led UI/UX web optimization initiatives using performance monitoring tools, increasing online conversions 33%.

VOLUNTEER & SOCIAL SERVICE EXPERIENCE

Rotary Club of Peterborough Kawartha, Ontario

June 2015 – Present

- Spearheaded international fundraising & community outreach events including Rotary global summits, local cultural expos, healthcare aid programs, utilizing CRM systems and data analytics tools, impacting 400+ individuals annually.
- Enhanced event coordination by implementing project management software, reducing planning timelines by 25%, also improved volunteer satisfaction scores by 40%, and becoming top-rated coordinator of 10 event planners.

EDUCATION

Postgraduate Diploma in Business Analytics

January 2022 – August 2022

Seneca College, Ontario

Bachelor's Degree in Mechanical Engineering

July 2015 – July 2019

APJ Abdul Kalam Technological University, India

CERTIFICATIONS

- **Google Ads Certification**