

Tobi Olu-Awakan

BUSINESS ANALYST

CONTACT

LOCATION

Calgary, AB

EMAIL

tobioluawakan@gmail.com

PORTFOLIO

tobioluawakan.com

LINKEDIN

/in/oluwatobi-olu-awakan

CORE SKILLS

BA & Analysis

Requirements elicitation, functional & non-functional specs, user stories, process mapping, acceptance criteria, root cause analysis, requirements traceability

Change Management

ADKAR model, stakeholder engagement, change impact documentation, SOP development

Delivery

Agile/Scrum, Waterfall, SDLC, Jira, Confluence, SharePoint, Microsoft 365

Reporting & Tools

Power BI, SQL, Microsoft Visio, Lightcast, Google Analytics, cost-benefit analysis

Automation

n8n, Flowise, REST APIs, AI-assisted workflow design

EDUCATION

PG Diploma, Business Analysis, Intelligence & Analytics

University of Calgary · 2025

Certificates: BI & Analytics, IT Fundamentals, Frontline Leaders

University of Calgary · 2025

B.Sc. Electrical & Electronics Engineering

Obafemi Awolowo University · 2022

Process Improvement · Requirements Analysis · Change Management · Power BI

SUMMARY

Business Analyst with an Electrical Engineering degree and a PG Diploma in Business Analysis, Intelligence & Analytics from the University of Calgary. Three years of experience across SaaS product teams, academic research, and freelance consulting: gathering requirements, mapping processes, writing specs, and keeping deliverables traceable across the full solution lifecycle. I use the ADKAR model to support change and know how to bring technical teams and business users to the same page.

EXPERIENCE

Business Analyst & Project Assistant

2025

University of Calgary · School of Public Policy

- Ran requirements workshops with stakeholders across 3 program streams and turned outputs into requirements documents, process flow diagrams, and acceptance criteria the team could actually use.
- Mapped current-state business processes and identified gaps across 3 cross-functional teams. Documented improvement recommendations that went to the school board and got endorsed.
- Supported adoption of process changes across instructional design, marketing, and industry partner teams using the ADKAR model, tracking progress through the full 8-week project cycle.
- Ran root cause analysis on workforce misalignments with Nanos Research. Findings went to the school board and leadership acted on them.
- Completed cost-benefit analysis and demand forecasting for 2 program streams and packaged everything into decision-ready briefs for senior leadership.

Market Research Coordinator

2025

University of Calgary · Continuing Education

- Gathered and documented business requirements for 3 new program proposals using Lightcast labour market data across 50+ career clusters.
- Built Power BI dashboards translating labour market data into something academic leadership could act on. Two new programs got approved.
- Led the analytical side of cross-departmental review meetings with senior stakeholder groups, keeping output tied to what the institution actually needed.
- Facilitated bi-weekly cross-functional updates across instructional design, marketing, and industry partner teams — maintaining requirements traceability throughout the project lifecycle.

Product Analyst & Documentation Specialist

2023 – 2024

AdsPower · SaaS

- Gathered and documented business and system requirements for a product used by 2M+ people globally, writing functional and non-functional specs and business process maps that developers could build from.
- Ran acceptance testing with business stakeholders before every release, tracked defects to resolution, and handled post-production monitoring until sign-off.
- Identified operational inefficiencies in user onboarding and delivered automated workflow solutions using n8n and REST APIs, reducing manual effort across the team.

Freelance Business Analyst & Technical Writer

2020 – 2023

Upwork

- Served 80+ clients across tech, SaaS, retail, and small business over 3 years, maintaining a 100% Job Success Score and earning \$80K+ across the period.
- Mapped client business processes, identified bottlenecks, and produced process maps, requirements documents, functional specs, and user stories that clients used to make real decisions about their systems.
- Built product guides, onboarding docs, and API documentation that helped end users understand complex features quickly.