**RITU PARNA BERA, PMP, CSM, CSPO**

**Digital Storyteller | GenAI & Data Visualization Strategist | Financial Technology & Wealth Content Innovation**  
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**PROFESSIONAL SUMMARY**

Creative and data-driven storyteller with 18+ years of experience transforming complex financial and AI concepts into clear, engaging, and insight-led narratives. Skilled in blending **GenAI, automation, and data visualization** to simplify financial topics like wealth planning, investing, and market trends for broader audiences.

Strong background in **content strategy, data storytelling, and automation-led communication**, with expertise in creating structured, compliant, and visually compelling financial stories across digital and broadcast channels. Passionate about using **GenAI tools** to scale storytelling impact, enhance financial confidence, and empower decision-making.

**CORE COMPETENCIES**

* **Digital Storytelling & Content Design:** Transforming complex wealth and investment insights into relatable narratives through data visualization and creative writing.
* **GenAI & Data Visualization Tools:** Proficient in ChatGPT, DALL·E, LangChain, Hugging Face, Power BI, and Adobe Creative Cloud.
* **Editorial & Strategic Content:** Experience leading cross-functional teams in developing AI-generated and data-led narratives.
* **Financial & Technical Literacy:** Knowledge of Canadian wealth planning, investing, automation, and compliance frameworks.
* **AI & Automation Leadership:** GenAI workflows, RAG pipelines, prompt engineering, and process automation (UiPath, Blue Prism).

**EXPERIENCE HIGHLIGHTS**

**Sr. Test Program Manager – GenAI & Automation Enablement | TD Bank | 2022 – Present**

* Pioneered **GenAI storytelling initiatives** to visualize and simplify internal AI adoption insights for executive communication.
* Collaborated with Wealth and Compliance teams to design **automated data-driven dashboards** narrating performance and efficiency trends.
* Championed the **use of AI tools for narrative generation**, helping non-technical audiences interpret insights from complex reports.
* Created reusable storytelling templates for project outcomes — improving communication speed and audience engagement.

**Solution Software Test Manager | TD Wealth | 2018 – 2022**

* Partnered with Wealth Planning and Investment teams to translate data outputs into **meaningful insights and visual stories** for senior leadership.
* Co-led communication strategies that simplified **AI and data quality findings** for cross-functional teams.
* Built automation dashboards to present test coverage, data accuracy, and compliance visually — helping leadership make informed decisions quickly.

**Sr. Software Engineer | TD Wealth Data Strategy | 2014 – 2018**

* Supported machine learning-based insight generation and helped communicate **portfolio optimization narratives** through data visualization.
* Bridged communication between analytics and business stakeholders by **simplifying technical and financial data stories**.

**EDUCATION & CERTIFICATIONS**

* Data Science & Machine Learning Certificate, University of Toronto – Data Science Institute (2025)
* Master of Computer Application, MAKAUT
* Bachelor of Science (Hons.) in Statistics, University of Kalyani

**Certifications:** PMP | CSM | CSPO | UiPath Test Automation Engineer | Blue Prism Designer | Microsoft Azure Fundamentals