**ZEINAB ADAM, MBA**

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**IT BUSINESS ANALYST**

Support organizational transformations to deliver dynamic and simplified customer front-facing services. Perform root-cause analysis and testing to identify system and user experience optimization opportunities.

**PROFESSIONAL EXPERIENCE**

**Thomson Reuters, Eagan MN**

**Business Analyst – Westlaw Strategy (Contract) Oct 2019 - Present**

Preferred online legal research service with AI-powered tools

* Collaborate with functional and process teams to understand, capture, document business and system requirements
* Maintain and refine requirements and product backlog: Epics, User Stories and Acceptance Criteria
* Execute integration, performance and user acceptance testing on product enhancement releases
* Investigate testing results discrepancies and perform root cause analysis with technical and business teams
* Research and analyze data to provide recommendations for product improvement
* Consolidate analysis findings and relay recommendations to product team

**Quality Assurance Analyst – FindLaw (Contract) July 2017 - Feb 2019**

Lead legal marketing agency services, including designing, hosting, and managing law firm websites

* Performed comprehensive testing of newly acquired Apttus sales order capture system embedded in Salesforce, resulted in a successful rollout in a complex B2B sales environment
* Developed and executed test strategies from price validation, applying a discount to integrated e-signature capability
* Completed user interface testing to ensure data integrity, user experience and all functional requirements were met
* Led Scrum daily stand-up to enable QA team

**Manpower Group, Edina, MN**

**Office Administrator (Contract) June 2014 - July 2014**

* Updated and maintained websites and databases
* Completed quick projects from client intakes to daily operations

**Makshaff Services Ltd, Riyadh, Saudi Arabia**

**Event Project Manager Nov 2009 - Oct 2012**

* Marketed and sold over 100 VIP sponsor packages, resulting in profits of $10M annually
* Led event planning, resource allocation and project timeline for annual six-day equestrian festival; 5,000+ attendees

**EDUCATION**

**Master of Business Administration (MBA), Marketing Graduation, 2017**

Hamline School of Business, St. Paul, MN

**Bachelor of Science, Information Technology and Computing Graduation, 2007**

The Open University, College of Technology, Riyadh, Saudi Arabia

**COMMUNITY INVOLVEMENT**

Feed My Starving Children – volunteer