Fatima Ashraf

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WORK EXPERIENCE

ZPro Solutions November 2024 – Present

Client Success Manager and Project Coordinator - Responsibilities

- As an **Associate Client Success Manager & Project Coordinator** at ZPro Solutions, I manage IT operations, ensuring process documentation, cybersecurity, and compliance with ISO 9001, 27001, and SOC2/3 standards. I serve as the primary liaison for clients, maintaining relationships, addressing concerns, and identifying growth opportunities. Collaborating with cross-functional teams, I oversee project execution using Agile and Waterfall methodologies, ensuring timely delivery and alignment with business objectives. Additionally, I track SLAs, manage support tickets for ZSDM, and drive service improvements by staying updated on industry trends and emerging technologies.

Product Manager - Devsinc April 2022 – October 2024 Responsibilities

Products: **SalesEngine, Octagon & MapleHR.io**

- As a Product Manager, I led cross-functional teams in the development and launch of multiple high-impact products, crafting strategies, roadmaps, and detailed requirements. I managed the entire product lifecycle using Agile methodologies, ensuring timely delivery and high-quality outcomes. Proficient in tools like Jira, I effectively handled sprint planning and backlog management. I built strong stakeholder relationships, driving alignment and clear communication. Leveraging data-driven insights, I optimized product performance and documented processes for consistency. Additionally, I merged the Sales Engine and Octagon apps to save time and reduce costs.

Business Analyst - Responsibilities
- Conducted business analysis for product, translating requirements into technical specifications and guiding development. Collaborated with cross-functional teams, facilitated requirements gathering, and maintained detailed documentation. Supported the product lifecycle through market research, data analysis, and stakeholder communication, ensuring alignment with business objectives and timely delivery.

Scrum Master - Responsibilities
- Facilitated Agile processes for products, leading Scrum meetings, Sprint Planning, and Retrospectives. Guided teams in adhering to Agile principles, prioritized backlogs, and ensured clear communication with Product Owners. Monitored performance, optimized workflows, and fostered continuous improvement to meet deadlines and deliver high-quality products.

Project Manager - Assort Tech Sep 2020 – April 2022 Responsibilities
- Managed project assignments and resources, utilized CRM tools for task management, and prepared test findings reports. Worked within Agile/Scrum and traditional frameworks, participated in Sprint Planning and Daily Scrums, and collaborated with developers and designers. Ensured timely QA activities, maintained quality standards, and attended customer meetings to align project execution with requirements.

Software Quality Assurance Engineer - Assort Tech Responsibilities
- Executed test plans and cases for mobile and web apps, conducting manual and automated testing. Identified and tracked defects, collaborated with teams to align on requirements, and managed multiple

projects concurrently. Utilized testing tools to improve efficiency, monitored test progress, and ensured adherence to QA best practices.

Business Analyst - TestRabbit.co May 2019– Sep 2019 Responsibilities

- As a Business Analyst at Testrabbit, I defined business requirements to improve the remote hiring process, collaborated with stakeholders to enhance the platform, and worked with the development team to optimize the payment system. I continuously evaluated processes and user feedback to drive improvements and boost customer satisfaction.

Data Analyst - HSM May 2018– August 2019 Responsibilities

- As a Data Analyst, I researched and booked low-cost tickets based on client needs, managed incoming calls to address inquiries, and ensured efficient team communication and collaboration to meet travel requirements.

Live Projects Link:

https://www.lawcloud.co/

https://www.circle.com

https://www.v1.co/

https://www.hellofix.com/

https://inlancing.com/

https://bd.devsinc.com/

EDUCATION
Bachelor of Computer Science
The University of Lahore, Pakistan. 2016-2020
Intermediate in computer Science
Kinnaird college lahore, Pakistan. 2014-2016

CERTIFICATIONS & ACHIEVEMENTS:

- SMstudy - Global Accreditation Body for Sales and Marketing Certified.
- Atlassian jira fundamentals badge certified
- Scrum fundamentals certified
- Certified as an Organizer in the International conference of IEEE, ICACS (2018-2019).
- Certified as an Organizer in event, UOL TECH OLYMPIAD Certified from INNOVATION AND INCUBATION CENTER in the Sale project.
- Certified from Society of Computer Science in event BEAM.
- I was a member of the computer science society and served as the head of the girls' management committee. Annual sports gala 2019:
- Won gold medal in a rugby.