

# MARILYN YOUNG

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## TECHNICAL BUSINESS ANALYST

I'm a versatile and solutions-driven technical business analyst with over five years of experience improving business and operational processes for enterprise SaaS platforms.

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## SKILLS

Business Operations | Data Analysis | Software Development Life Cycle (SDLC) | Coding & Computer Systems | SQL | Database | Excel | Relationship Building | Teamwork | Stakeholder Relations | User Acceptance Testing | Agile | Scrum | Waterfall | Jira | Microsoft Project | SaaS | HTML5 | CSS3 | XML | JavaScript | PeopleSoft | Business Analysis | Requirements Gathering | Optimizely DXP | OneTrust | Sitecore | Drupal | WordPress | Basecamp | Rally | Trello | Zoho | Siteimprove | Chartbeat | Google Analytics | Google Workspace | Problem solving | Critical thinking | Adaptability | Collaboration | Requirements Gathering | Project Management | Technical Documentation |

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## PROFESSIONAL EXPERIENCE

### **Perficient Inc., Atlanta, GA • Senior Business Consultant • 10/2021 - 12/2022**

- Collaborated with stakeholders to define and document business requirements for new projects and initiatives.
- Utilized Agile methodologies to manage projects and ensure timely delivery of deliverables.
- Conducted user acceptance testing (UAT) for new software implementations.
- Developed and delivered presentations to stakeholders at all levels of the organization.
- Assisted in the development of training materials for end-users.
- Translate business requirements and technical information into non-technical terms for communication and collaboration with development, operations, and leadership groups .
- Serve as first line of support for data issues and data subject matter expert (SME) for clients.

### **Columbia University, New York, NY • CMS Specialist, Web Content Strategist • 04/2021 - 08/2021**

- Advised as a technical and content strategy consultant to internal clients such as academic directors and administrators to ensure website architecture and technology is aligned with set goals.
- Created web content templates for each of the school's 17 degree programs on Drupal CMS platform.
- Collaborated with internal clients, external project managers, and freelance copywriters to monitor the overall progress of the web content development.
- Supported external vendor/ project manager in ensuring the successful delivery of the new website's content and functionalities.
- Contributed to the business short-and long-term planning sessions and provided input to ensure understanding of business goals and direction.

### **Institute of International Education, New York, NY • System Solutions Analyst • 01/2017 - 04/2021**

- Managed six websites and 15 program microsites on Sitecore and WordPress content management system platforms.

- Tested web pages and assets for 508 compliance and worked with designers to develop SEO and user experience best practices for web content.
- Created goals in Google Analytics and developed data reports and analyzed metrics and provided feedback for web page improvement.
- Monitored website traffic and conversion tracking for team member ad campaigns and tested web assets size to prevent lag in web page load time.
- Migrated content and assets from legacy site to new CMS platform.
- Provided end user support and worked closely with developers when testing components and plugins after code updates.
- Facilitated CMS trainings and created material for end users.
- Provided G-Suite administrator expertise in email, email infrastructure, mail transfer protocols, mail access protocols, email security.
- Worked with and assisted client facility management teams in investigating and resolving issues within respective applications.
- Investigated and fixed technical issues in the integration of digital documents between front-end and back end applications; successfully assisted company and client online interactions.

**Institute of International Education, New York, NY • Program Coordinator, Global Learning Programs and Grants & Data • 05/2014 - 01/2017**

- Successfully coordinated and organized higher education conferences held for global experts in the field, simultaneously meeting sponsor's budget goals.
- Processed over \$300,000 in international and domestic wire transfers for over 50 grant programs.
- Investigated grantee queries regarding wire disbursements.
- Solved logistical issues, providing prompt payment to participants.
- Exceeded goals by administering over \$8M in grantee funds covering Brazilian STEM students within assigned region.
- Trained temporary staff on IIE systems such as PeopleSoft and CRM in order to perform a smooth day-to-day business flow.

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## **EDUCATION**

New York University, New York, NY • Masters of Arts – Media, Culture & Communication (2012)  
 The University of Alabama, Tuscaloosa, AL • Bachelors of Arts – Journalism (2008)

## **CERTIFICATIONS**

New York City College of Technology, Web Development (2018)

## **AFFILIATIONS**

Write/Speak/Code • New York, NY  
 Internet Society • Chapter New York, NY  
 Women Who Code • New York, NY