**AMULYA VAGALA**

**amulyavagala97@gmail.com**

**+1(732) 595-8002**

[**LINKEDIN**](https://www.linkedin.com/in/amulya-vagala-43691829a/)

**Project Manager / Business Analyst / Scrum Master**

**PROFESSIONAL SUMMARY:**

* A business-savvy professional with experience of 10 years plus in the field of IT/Marketing; seeking a challenging
* and rewarding opportunity in Project Management/Digital Marketing/ Social Media/ SEO/ PPC/ Campaign
* Management/IT with an organization of repute to achieve management vision &amp; goals in planned and stipulated time frame by capitalizing on my Education and Practical Experience in best possible ways
* Delivered optimal results &amp; business value in high-growth environments across Project Management, Campaign
* Management &amp; Optimization, Advertising &amp; Promotional Activities, Media Planning &amp; Implementation, Brand Management, Relationship Management, and Team Management.
* Experienced in Search Engine Optimization &amp; its different techniques, PPC campaigns, Display Advertising,
* Social Media Tools and Technologies, Creating and implementing successful social media programs, and working closely with clients to create innovative, effective launches and promotional campaigns while performing in a cost-efficient manner with unwavering quality standards.
* Currently spearheading as a Workflow Manager-Digital Marketing for Google Operations center. Well-versed in conceptualizing creative, out-of-the-box special projects and innovative advertising &amp; campaign management ideas that leverage mileage to the clients and give them a successful direction.
* Adept at addressing operational issues, resolving performance bottlenecks with experience in improving IT Infrastructure and achieving desired objectives.
* Possess expertise in campaign management, SEO, PPC, online marketing, social media marketing, display advertising, etc.As the Product Owner of CaseEdge, actively involved in Backlog Refinement, Iteration Planning, Release Preparation, Story creation, and Team Demos & UAT.
* Successful track record as an Agile coach, driving the Project delivery of high-value software solutions in agile environments.
* Served as a servant leader for cross-functional scrum teams, facilitating daily stand-ups, removing impediments, and coordinating with Product Owners and stakeholders.
* Extensive experience in managing core agile ceremonies, including Sprint Planning, Daily Stand-ups, Sprint Review, and Sprint Retrospectives. Actively participated in PI planning and backlog grooming sessions.
* Hands-on experience in defining and managing action items, identifying issues and risks, and adjusting scope as necessary and working with TX DIR Project Delivery Framework and Medicaid Applications.
* Conducted System ART Demo’s for the product developed by teams and proficiently created and shared detailed reports with business stakeholders.
* Utilized Jira for task tracking and maintained transparency in project progress.
* Implemented an agile metrics program using Azure dashboards, including Burn down charts, Teams velocity chart, and Planned Vs Disruptive work, to measure and enhance team performance.
* As a project manager, Proficient in fostering collaboration with diverse stakeholders, including executive leadership and end-users, implementing proactive communication strategies to align project goals with organizational objectives, and ensuring a unified approach for success.
* Demonstrates expertise in identifying project risks, impediments, and blockers through comprehensive analysis, executing proactive mitigation plans to minimize impact on timelines and deliverables. Utilizes risk management tools effectively, ensuring a resilient project framework and successful outcomes.

**TECHNICAL SKILLS:**

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| Methodologies | Agile, Waterfall, Rational Unified Process (RUP), UML |
| Business Modeling Tools | MS Visio, Rational Rose, Axure, Adobe Photoshop |
| Requirement Management Tools | TFS, Rational RequisitePro, Doors, MS Share point, HP ALM, HP QC |
| Project Management | MS Project, JIRA, Confluence |
| Business Applications | MS Office Suite –MS Word, Excel, PowerPoint, MS Outlook |
| Reporting Tools | Business Objects |
| Databases | MY SQL, SQL Server, MS Access |
| Operating Systems | Windows, LINUX/ UNIX |
| Agile Frameworks | SAFe, Scrum , Kanban |
| Tools | Azure, Service Now, JIRA, MS Office(Excel, PPT, Word and OneNote), Power BI, Sales force |
| Certifications | PMP Certified |
| Research Tools | Factiva, Gartner, Forrester, D&B Hoovers, Thomson One, EMIS, IBIS World, EIU, Computer Economics |
| Competencies | Agile Ceremonies like Daily Stand ups, Sprint Planning, Sprint review, Sprint retrospective; Definition of Done, Acceptance Criteria, User Acceptance Testing; Product and Sprint Backlog; PI Planning, Project Management, Stakeholder Management |
| Domains | Financial Services (Banking, Insurance, and Investment Management, consumer and retail |

**PROFESSIONAL EXPERIENCE:**

**MERCK PHARMA Branchburg, NJ April 2021 to Present**

**Project Manager & Scrum Master**

* Successfully handled 16 team members in one team working towards the deadline where most of them were offshore and
* remote.
* Assisted Value Stream Engineer (VSE), Release Train Engineer (RTE) and the team in an ART to identify the Dependencies and
* assist Product Owner to populate the product backlog.
* Facilitated and Time-boxed Scrum ceremonies like Sprint Planning, Sprint Retrospectives, Daily Stand-ups and Sprint Reviews
* and other activities like Backlog Grooming Meeting and Release Planning Meetings.
* Facilitated Story writing sessions to write good user stories satisfying INVEST criteria and splitting them into tasks by satisfying
* SMART criteria, assisted product owner in prioritizing the product backlog based on business value.
* Attended PI planning workshops and facilitated System Demo, Inspect and Adapt workshops for future sprints.
* Assisted the team in recording the Impediments and identifying the root cause and its future effects on the system and resolving the impediments to aid the team in achieving the sprint goals.
* Acted as a Scrum Master for two scrum teams with a focus on guiding the teams towards improving the way they work.
* Helped the team in prioritizing the product backlog by using prioritization techniques like MoSCoW and Kano based on the
* business value it generates and estimated them using Estimating Techniques like Planning Poker and T-Shirt Sizing and Relative Mass-Valuation.
* Tracked team’s velocity using Sprint Burn Down Charts and assisted them to achieve optimum velocity by ensuring that the team is not under/ over committed, keeping track and resolving the Impediments.

Assisted the Business Stakeholders in predicting the current and future-state business by clarifying and updating the business process changes that are impacted by the technology changes that are part of projects.

* Coordinating and participating in weekly estimation meetings to provide high-level estimates (Story Points) for backlog items and upcoming change orders. Facilitated System demos in the SAFE environment.
* Improved the Team&#39;s efficiency through retrospective feedback by conducting Happy Histogram, Silent Writing Technique and made sure that the necessary improvements were made for further sprints.
* Proficient using JIRA, Confluence, SharePoint for creating individual/group dashboards, making user stories, creating defects, updating tasks and tracking team&#39;s work. Coordinated with Scrum master’s to relegate dependencies during the sprint.

**Environment**: Agile, Hybrid, MS Office Suite (Word, PowerPoint, Access, Product owner, Excel, Outlook), SQL, Product Owner, SDLC, Sales force, REST API, process flow, GUI, Tableau, Claims, billing, HL7,Windows 2000,ETL, MS Visio, MS Project, JIRA, JAD, EDI and UML Use Case.

**Change Healthcare, Nashville, TN August 2019 to March 2021**

**Senior Business Analyst & Scrum master**

Project description: In a multifaceted role, I've been at the forefront of streamlining critical processes by bridging diverse departments and stakeholders through effective communication and documentation. I've been instrumental in converting complex user requirements into cohesive Business Requirement Documents (BRD), enabling cohesive project understanding.

**Responsibilities:**

* Collaborated with cross-functional teams to understand backlog, create user stories, and prioritize features.
* Tracked and reported on project metrics, including Velocity, Burn Down, and reliability.
* Conducted user access reviews and audits to ensure compliance with access control policies.
* Interacted with stakeholders to baseline requirement specifications and facilitated communication and training plans.
* Contributed to the development and implementation of comprehensive communication and training plans.
* Created and shared regular reports with business stakeholders on project progress, opportunities, and decision-making.
* Led core agile ceremonies such as Daily stand-ups, Sprint planning, Sprint review, and Sprint retrospectives for multiple teams.
* Ensured risks, impediments, and blockers were identified, communicated, and resolved.
* Coached and mentored 30+ resources on Agile methodologies to improve and enhance deliveries.
* Attended Release Train ceremonies like PI planning, System Demo, ART Sync, and Inspect & Adapt.
* Maintained and optimized Jira for project tracking and management.
* Facilitated Scrum meetings, clarified business rules with SMEs, and solved impediments.
* Managed Payer implementations from Planning to Release phases.
* Utilized SQL for data analysis, report generation, and testing of reports and ETL load jobs.
* Designed SSIS Packages to transfer data between servers, load data into SQL Server 2005, and deploy data.
* Conducted System ART Demos for products developed by teams and tracked simultaneous project milestones.
* Used Azure Dashboard for user story creation, tracking work, reporting, and retrospective.
* Prepared test data, wrote and executed test cases in JIRA, and created Test Scripts in HP QC.

**Environment**: Agile, Hybrid, MS Office Suite (Word, PowerPoint, Access, Product owner, Excel, Outlook), SQL, Product Owner, Org Chart, Tableau, Claims, billing, Eligibility, HL7,Windows 2000,ETL, MS Visio, MS Project, JIRA, JAD, EDI and UML Use Case.

**Global Atlantic financial group, Indianapolis, IN JAN 2017- JULY 2019**

**Senior Business Analyst**

Project Description: In my role as a Business Analyst, I have played a critical role in the successful execution of diverse projects with a focus on data analysis, compliance with financial regulations, and data management. I have ensured efficient and reliable software development and deployment processes. Effective coordination with offshore teams and regular updates to clients has contributed to the successful execution of projects.

**Responsibilities:**

* Build trusted relationships with the project stakeholders to gather requirements and understand their business value and impact.
* Facilitate the development of business requirements through design thinking workshops, interviews, observation, GAP analyses and other appropriate methods and techniques.
* Build requirements into epics, user stories, acceptance criteria, process flow diagrams, etc. into the Business requirements document.
* Apply project management tools and skills to ensure the launch and flawless execution of projects from concept to end.
* Translate functional requirements into technical solutions and function as the primary interface to the technical team. Lead end to end testing efforts and assist in defining user acceptance testing scenarios and drafting test cases and executing test cases.
* Act as Subject Matter Expert for the features in dedicated areas for all internal and external stakeholders.
* Lead discussions with key stakeholder to review complex problems and requests. Work closely with stakeholder to identify, design, and implement solutions.
* Work with business process owners and customers to analyze and solve complex business problems. Works on complicated and high impact issues. Understands business objectives and problems, identifies alternative solutions, and suggests the best course of action.
* Contribute to cross functional project teams that address customer initiatives or IT needs. May develop and disseminate training in areas of focused responsibility to business customers.
* Work closely with product owners, project managers, stakeholders, and development teams to define and document project requirements, Test plan, test cases, test defect logs, scope, systems functions, processes, challenges and opportunities to successfully implement solutions for complex projects.
* Conduct research, analysis, and other exploration activities
* Create Visio diagrams outlining the end-to-end business process.
* Proactively communicate project status, issues, and solutions to stakeholders. Escalate issues as needed to Workstream Leads, project team members.
* Assist in the preparation of presentations using Microsoft Office suite and schedules, attend or facilitate meetings as needed to support project activities.

**Environment**: Agile, Hybrid, MS Office Suite (Word, PowerPoint, Access, Product owner, Excel, Outlook), SQL, Product Owner, Service now, Remedy Tableau, Claims, budget, billing, Forecasting, HL7,Windows 2000,ETL, MS Visio, MS Project, JIRA, JAD, EDI and UML Use Case.

**Amigos Software Solutions, Hyderabad, India October 2015 to November 2016**

**Project Manager**

**Responsibilities:**

* Establish trusted relationships with project stakeholders for comprehensive requirement gathering and understanding of business value.
* Utilize design thinking workshops, interviews, observation, GAP analyses, and other methods to develop business requirements.
* Document requirements in various formats such as epics, user stories, acceptance criteria, and process flow diagrams.
* Apply project management tools and skills for the seamless execution of projects from concept to completion.
* Translate functional requirements into technical solutions and serve as the primary liaison with the technical team.
* Lead end-to-end testing efforts, define user acceptance testing scenarios, and execute test cases.
* Act as a Subject Matter Expert for dedicated features, engaging with both internal and external stakeholders.
* Lead discussions with key stakeholders to review complex problems, identify solutions, and implement them.
* Analyze and solve complex business problems, collaborating with business process owners and customers.
* Contribute to cross-functional project teams addressing customer initiatives or IT needs, providing training as necessary.
* Work closely with product owners, project managers, stakeholders, and development teams to define and document project requirements.
* Communicate project status, issues, and solutions proactively to stakeholders, escalating issues as needed, and support project activities through presentations and meetings.

**Maisa Solutions Private Limited Hyderabad, India June 2014 to Oct 2015**

**Business Analyst**

**Responsibilities:**

* Identified discrepancies in the customer transactional data using SQL and advanced Excel and created Tableau dashboards for reporting.
* Performed Statistical Analysis using machine learning algorithms such as Linear Regression, Logistic Regression and Support Vector Machine.
* Visualized the data by creating histograms, box plots and, performed Exploratory Data Analysis (EDA) in Python using Pandas, Numpy.
* Improved the overall efficiency of the Apache NIFI based pipeline.
* Explored existing research to find and automatically extract features that influence the accuracy of the application and discovered means to computationally extract those features.

**EDUCATION:**

* Bachelors’ specialization in Computer Science from JNTU, India. Year of Passing May 2014