

Zeenab Karishma

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Location: Aberdeen, UK (Open to relocate)

EDUCATION

- MBA - Masters in Business Administration** Aberdeen, UK
University of Aberdeen Sept 2022 – Sept 2023
- B.Tech + M.Tech(Integrated Masters) in Information Technology** Gwalior, India
IIITM Gwalior - Indian Institute of Information Technology and Management; GPA: 7.53/10 Jun 2015 – Jun 2020

EXPERIENCE

- BUSINESS ANALYSIS AND PROJECT MANAGEMENT INTERN** Internship
Engaj Media Aug 2023 - Present
 - Developed Value added business strategies and a comprehensive re-branding effort targeting Engaj Media's digital presence, resulting in a 20% increase in social media engagement and a 15% growth in online brand visibility.
 - Led BA activities to drive effective requirements elicitation sessions, facilitated close working relationships between technical teams and business units. Thus, ensuring 100% alignment with project goals and delivery.
- ASSOCIATE TECHNOLOGY CONSULTANT-2** Full-time
PwC-PricewaterhouseCoopers Mar 2021 - Aug 2022
 - Promoted within 6 months due to strong performance and organisational impact(one year ahead of schedule)
 - Partnered with Business product owners, SMEs and IT delivery teams to implement tailored Salesforce CRM solutions, 60+ user stories, user acceptance criteria for a enterprise wide project within a Agile environment.
 - Analysed data metrics to provide actionable findings for deployment process enhancement, reducing on-boarding time by 40% for new team members by training and documenting standard operating processes.
 - Led sprint deployments using Microsoft Azure and Visual Studio, achieving a 100% on-time deployment record
 - Responsible for coordinating the development, testing of 500+ post-production defect resolution, backtracking user stories met acceptance criteria and troubleshooting them within a 2-day time frame.
- ASSOCIATE TECHNOLOGY CONSULTANT-1** Full-time
PwC-PricewaterhouseCoopers Sept 2020 - Mar 2021
 - Developed an data analysis algorithm to successfully classify 10000+ records of data into Reject and Clean tables for 20 customized business rules.
 - Collaborated with 4 business stakeholders to gather business requirements, translating them to user stories and acceptance criteria for development teams, resulting in a 20% reduction in development time.
 - Delivered to 4 clients in a span of 3 Months which resulted in 5-star Rating from the Business team.
 - Used JIRA to manage Agile project workflows, track progress and maintain comprehensive project documentation including process mapping, enhancing visibility upto 30% into project risks.

SKILLS

- Hard Skills:** Process improvement, Reporting, User acceptance testing, Requirement gathering, Stakeholder management, Project Management, Waterfall and Agile methodologies, Customer service.
- Tools:** Salesforce CRM, JIRA, PowerBi, Confluence, Asana, Python, Microsoft Excel, Visio, Sharepoint, SQL

PROJECTS

JIRA SCRUM PROJECT (Atlassian 2023): Designed Kanban project in JIRA. Increased project efficiency by 15 hours by translating business requirements into epics, stories, issues and developed workflows, filters and reports using JQL.

CAFE TABLET MENU LAUNCH(Google May 2021): Collected data-driven insights from large data set of 500+ customer surveys and 15+ competitors to analyse existing business processes, to enhance cafe serving time efficiency. Thus, enhanced customer experience scores of 25% and revenue increase of £10,000 within the first month of launch.

POSITIONS OF RESPONSIBILITY

Event Organiser- Ideation Sessions PWC: Organized ideation sessions for a team of 18 people to brainstorm ideas and submitted 15+ ideas every month to idealab.

Digital Ambassador-DForce PWC: Headed a team of 23 members to track their digital training progress. Won the Ambassador of the month award for my dedication to motivate people to finish trainings on time.

CERTIFICATIONS AND ACHIEVEMENTS

- 3x salesforce certified** Salesforce Certified System Administrator & Platform developer & App Builder:
- Google Project Management Professional Certificate
- Agile with Atlassian Jira Certification
- Secured Merit in 10/12 subjects in MBA and bagged a Global scholarship from University.
- Ranked in Top 0.3 %ile in the country out of 0.8 mn+ candidates in GATE exam clearing cut-off for 70+ Universities.
- Worked part-time in coop retail store and received an employee of the month for my customer service, inventory management skills, strong numeracy and my ability to work in fast-paced environment.