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**POOJA VADA**

# WORK HISTORY

**Rodan and Fields – Technical Product Owner**

San Ramon, CA 06/2020 – Current

* Review / Audit existing SSRS and MicroStrategy Reports.
* Work with business stakeholders to understand data and reporting needs as well as existing report usage.
* Identify and document existing report source data.
* Work with the Business Intelligence Lead to recommend which reports to eliminate, which reports to replicate in the new environment and which reports to consolidate.
* Develop a perspective on how reports should be consolidated and develop mock ups for such.
* Deliver high quality, scalable BI solutions to complex business challenges and requirements.
* Understand complex business challenges; document business processes and use cases, and transform them into self service data requirements, report/dashboard mockups and user stories.

# Robert Half, Salesforce Competency Center –Product Owner (Salesforce)

San Ramon, CA 09/2019 – 05/2020

* Lead legacy data mapping, data migration, API and Interface integrations with Salesforce Surveys and Marketing Cloud
* Worked with business stakeholders for redesigning workflows & webpages for Candidates and Clients to improve engagement with Robert Half Direct
* Collaborated with UX designers to create user designs, personas and user journeys
* Created Epics and user stories and use cases for product requirements.
* Worked with the QA team for designing Test Plan and Test Cases for the User Acceptance testing (UAT).

# Continuing Education of the Bar, UCLA – Product Owner (Digital Transformation)

Oakland, CA 09/2017 - 08/2019

* Lead development of new products, services, and internal idea generation, as well as conducting R&D and customer needs assessments.
* Lead legacy data mapping, data migration, API and Interface integrations with multiple data sources - Customer Relationship manager (Salesforce), Marketing Platform (Marketo), Learning Management System (LITMOS), Invoice & Payment Management System (Fusebill) and E-commerce platform (Shopify)
* Integrated Salesforce Identity services (Registration and Single Sign-on) into sales, service, and marketing user journeys
* Supporting Sales cloud implementation, Service cloud modules, when converting leads and dealing with cases

# SKILLS

* Product Management
* Product Development & Strategy
* Agile (Scrum, Kanban)
* JIRA
* Confluence
* Data Analysis
* SQL
* Oracle
* Python
* Analytics - HubSpot, Google Analytics
* Salesforce - Service Cloud, Sales Cloud and Marketing Cloud
* Shopify
* AWS
* Hadoop
* Oracle
* SharePoint
* MS Visio (UML, BPMN, Flowcharts)
* Lucid Charts
* Microsoft - Excel, Word, Powerpoint and Office
* Adobe Experience Manager
* Marketo
* Fusebill
* Contentful
* Project Management
* WordPress
* Google Cloud Platform
* Microstrategy

# EDUCATION:

**University of Massachusetts MBA – Marketing**

North Dartmouth, Massachusetts 2013

# Jawaharlal Nehru Technological University Bachelor of Technology - Information Technology 2011

Hyderabad, Telangana 2011

# CERTIFICATIONS

**Product School**

**Product Management Certificate (PMC)**

**Scrum Alliance**

**Certified Scrum Product Owner - CSPO**

* + Implemented Service Cloud including: Service Console, Customer Portal & Communities, Case Feed, Knowledge Base and Entitlements
  + Performed testing duties as needed, working with end users and project teams during the design, development, testing and implementation of modifications to systems

# PayPal – Product Owner/ Business Systems Analyst (Business and Data Health)

San Jose, CA 04/2017 - 09/2017

* + Worked with Business stakeholders and Data Scientists (finance team) to build a predictive model to determine Business and Data health of the organization - KPI monitoring dashboard
  + Participated with team(s) in backlog grooming process and user story pointing
  + Sprint planning sessions, execution of sprint, demos, retrospectives, etc.
  + Executed any work associated with team or program, ensuring that timelines and deadlines are effectively met
  + Participated in planning meetings, reviews and retrospectives
  + Facilitate and guide product planning, stakeholder interactions, and demos

# Kaiser Permanente – Product Owner/ Business Systems Analyst Business Analyst (Digital Products - Pharmacy Web and Mobile) Pleasanton, CA

11/2016 - 04/2017

* + Worked with Product Manager to understand requirements received from regional Stakeholders (Doctors, Physicians, Pharmacists and other departments) s for AEM (Adobe Experience Manager) team
  + Created workflows for Pharmacy web and Pharmacy Mobile
  + Worked with User Experience (UX team) to convert and divide requirements into components (COMPS)
  + Documented Vision and Scope document for product, and define Major User Requirements (MURs)
  + Decomposed Major User Requirements into Epics (Agile component) and User Stories
  + Comparative analysis of Comps to MURs to Portal and Mobile functionalities

# Bank of The West - Business System Analyst (Digital Products)

San Ramon, CA 03/2015 - 10/2016

* + Interacted with business users and gathered requirements for Digital projects (Online Banking and Mobile Banking) by conducting working sessions
  + Created Business Requirements and converted them into detailed Use Cases and Non-Functional Requirements
  + Performed data analysis and data validation by writing complex SQL queries using TOAD against ORACLE database
  + Performed gap analysis and segregate requirements in high level and detailed use case diagrams using MS Visio
  + Created data mapping document from source to stage and stage to target mapping documents indicating source tables, columns, data types, transformations required and business rules to be applied
  + Assisted Business users at time of Application testing and User Acceptance testing (UAT)

# Issquared Inc. - Market Research Analyst

Newbury Park, CA 03/2014 - 03/2015

* + Improved company's position in relevant searches on search engines such as Google, Bing by optimizing site content and META descriptions
  + Monitored effective benchmarks for measuring impact of social media programs, analyze, review and report on effectiveness of campaigns in effort to maximize results
  + Conducted market research across multiple social media sectors
  + Summarized research reports and lead meeting to present detailed findings to research & development teams
  + Worked with the QA team for designing Test Plan and Test Cases for the User Acceptance testing (UAT).