

MARIAM TOKARSKI, B.Sc., M.B.A.

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### **SUMMARY & EXPERIENCE:**

Results-oriented Sr. Manager (Product / Process / Operations / Systems ) with experience in public & private sectors.

- Change/Product Management
- Client/Partner Relations
- Budgets/Accounting
- Process Design/Implementation
- Contracts/Compliance
- Data Analysis & Integrity

#### **Senior Business Analyst, Business Systems, CPQ-CRM Team, Moody's Analytics (March 2020 – current) NY, NY**

Moody's Analytics acquires financial technology products regularly to incorporate into data and product strategy. Flagship products focus on credit and risk amongst other asset types. Worked for Product & Pricing team solutioning across all systems.

- Integrating an automated workflow on platforms from CRM > CPQ > OMS > ERP, specifically working on dual platforms during large scale waterfall migration from FirePond to Apttus quoting software and PeopleSoft to SAP financial software.
- Collaborate as lead UAT & technical writer on migrations, maintenance, enhancements, and support on various platforms.
- Regular technical support to end-users of CPQ and SFDC CRM as well as maintenance, releases, & integration ID mapping

#### **Business Analyst, Global Ad Sales Operations - Systems & Process, Walt Disney / ESPN (Aug 2018 – Sept 2019) NY, NY**

- Cleaned & maintained data in preparation for system integrations (UAT) across several legacy OMS platforms for digital & television, Salesforce CRM & MDM via JIRA sprints (Scrum Master/user stories), & created processes to streamline tasks.
- Collaborated in discovery & redesign of business process working for executive leadership (SVP) & cross-functional SMEs aligning function between Disney properties & all AdTech systems (OperativeOne, WideOrbit, FreeWheel, AWS, etc.)
- Wrote user guides, requirements, and process flows for the RFP-to-Order-to-Invoice-to-Pay process for Ad Sales linear & digital media to support training and functional design across systems & identify risks assisting on holistic decision-making.

#### **Manager, Strategic Marketing & Revenue Yield Analysis, Innovest Systems (June 2016 – December 2017) New York, NY**

Innovest Systems offers software and services in the wealth management industry. Holding over 500 billion assets on trust and accounting software with a revenue of 33 million annually, it serves banks and trust companies like Merrill, Mitsubishi, and Schwab, and manages unique assets, makes trades, and prints checks. Performed support, product integration, and customization.

- Created automated billing processes for NetSuite upload then delegated controls to other departments, and managed SOWs.
- Increased revenue in 6 months from hire date by \$820,000 and cut job performance down by 84% by automating tasks.
- Re-designed RFP process; used KPIs from Salesforce to present analysis for revenue, budget, and contract negotiations.
- Led re-design of logos and website post-acquisition, and worked with C-level partners and clients on various projects.

#### **Sales & Operations Management Consultant, Independent Contracts (June 2015 – current) NY, NY & Northern CA**

- Digital Media Consultant at YP Inc. using Google AdWords & Analytics while consulting on SEM and SEO for SMBs.
- Project Manager/Associate Producer for 3PM, RippleKey, and Cheetah Viral production; digital content management.
- Associate Director of Ops/Systems Owner of wood flooring company that supplies and installs consumers and retailers.
- Consultant for compliance, operations, and sales strategy for startups & SMBs in healthcare, realty, fashion, agrotech & art.

#### **Project Manager, DeVere Group (Thailand) Ltd. (June 2012 – May 2013) Bangapi, Bangkok, Thailand**

DeVere Group is an independent brokerage managing over 10 BN USD in 100 countries mainly in mutual funds and securities.

- Managed meeting presentations, projects & schedules, events, marketing, and impact investing for senior consultants.

### **EDUCATION, COMPUTER SKILLS, AND CERTIFICATIONS:**

Google Adwords/Analytics Certified - Certificate in Data Analysis from General Assembly - Expert on Microsoft Office: Word; PowerPoint; Visio; Access; Excel (Macros/VBA) – Tableau – JavaScript, SQL, HTML/CSS – Salesforce - Apttus, Firepond - PeopleSoft, SAP, NetSuite, QuickBooks - Smartsheet, Confluence, HelpDesk, JIRA, Slack - Adobe, HubSpot, Shopify, Marketo

Wright State University, Dayton, Ohio, 45435

M.B.A. – Accounting & Management

Graduated Summer 2015

Ohio University, Athens, Ohio, 45701

B.Sc. in Biology and minor in GIS mapping

Graduated Summer 2011