**Devanesan Dinakaran**

Project Manager / Scrum Master

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**Certification:**

Certified Scrum Master from Scrum Alliance - CSM

Professional Scrum Master from scrum.org - PSM1

Member of PMI - PMP

**Skills:**

* **6+** years of experience in implementing software projects
* 10+ years of experience in project management in advertising and digital marketing
* Exposure in Java, CSS, Adobe cloud, AWS, HTML, Tableau, SEO, CMS, PPC and UI/UX environments
* Proactive and ability to analyze risks, identify impediments, resolve conflicts, and facilitate smooth workflow
* Ability to manage multiple and complex projects involving cross-functional groups
* A servant leader motivating teams to collaborate and prioritize while taking accountability of backlogs
* Persuasive, thrive under pressure with good time management skills
* Have good interpersonal skills, and ability to communicate at all levels

**Tools:** JIRA, Rally, AZURE Boards, Confluence, Workfront, Salesforce, SharePoint, and MS Office Suite

**Methodology:** Agile and Waterfall

**Experience:**

**Cognizant Technology Solutions, USA Sept 2021 - Present**

**Project Manager / Scrum Master**

* Coordinated with onsite and offshore teams, tracked discrepancies to remove any blockers
* Oversaw SMEs updates on validating client’s requirement documents in Salesforce
* Updated senior project managers, team leads on NBIs, renewal plans, project tracker, and status reports
* Ensured new resources were trained on the proprietary tools - AS400 RxClaim (Preproduction & Production), EZTest, EZQuerry – TCOE, WebSequel, and comparison process
* Reviewed JIRA updates and discussed with team on scope for improvement - stories, sprint capacity and velocity
* Coordinated with project managers and team leads for allocating resources, ensured assigned tasks align with budgets and in achieving milestones
* Supported stakeholders in organizing workshops and in facilitating the agile transformation

**Mercy Health , Sacramento, CA Aug 2016 - July 2021**

**Scrum Master - Remote**

* Supported Product owner by monitoring progress, overcoming obstacles and timely feedbacks
* Coordinated implementation and deployment of B2B and B2C eCommerce builds
* Liaised with third party agencies, and stakeholders for process improvement and maintenance of web builds

from design, strategy, integration of product portfolios and conversion of path to purchase analysis

* Coached team members on Agile Scrum principles and its effectiveness in software delivery
* Supported teams to improve by leading empirical process - transparency, inspection, and adaptation
* Defect management and prioritization across different sprints and track till closure
* Coordinated with Onsite and Offshore teams on handoff

**Ascend Esteem Pvt. Ltd., India, and Denmark July 2015 - May 2016**

**Project Manager - Remote**

* Utilized both waterfall and agile for different applications development
* Motivated onsite and offshore teams to self-organize, to avoid challenges that could impede the progress
* Actively participated in client meetings and brainstorming sessions to understand business requirements
* Reviewed software requirement specifications, design, and test cases
* Coordinated with internal teams for developing traceability matrix and mapping with test cases
* Oversaw the teams’ effort in designing taxonomies and metadata attributes for specific group requirements facilitating on-demand retrieval of catalogued assets
* Coordinated with vendors and subcontractors to ensure projects are completed in a timely manner
* Involved in task creation, task estimation, task distribution, task prioritization and release timelines
* Coordinated projects from inception till deployment and supported the team in planning, forecasting, resource allocation and financials

**Omnix Group FZ LLC, Dubai, UAE. Dec 2012 - April 2015**

**Project Manager**

* Owned projects from initiation through all phases of project development and delivery, achieved milestones, and tracked progress iteratively
* Led innovative social media projects driving revenue and growth profits in competitive markets
* Budgeting and creative strategies for digital marketing campaigns
* Oversaw events division and supported the management in administrative and operational duties

**ACME Advertising LLC, Sharjah, UAE. Sept 2011 – Nov 2012**

**Project Manager – Digital Marketing**

* Developed project plans, presented strategies for social media campaigns to stakeholders and teams
* Led the agency in acquiring new businesses and oversaw agencies activities
* Oversaw team’s performance in content management, design, and Web page builds

**Lowe MENA, Dubai, UAE. June 2006 – July 2011 Project Manager**

* Implemented workflow systems, created templates, and improved agency operations
* Recommended viable creative and production options to clients, agency teams, stakeholders, and vendors, meeting client’s requirements achieving desired results within budgets, timelines and as per brand guidelines
* Guided teams during project intake, provided technical specifications, checked artworks, oversaw mock-ups, color separations and proofs, product shoots, props of AV shoot, translations, proofread and archived assets
* Led the agency in client pitches, product launches and diverse deliverables

**IKON Advertising, Dubai, UAE. Oct 2004 – May 2006**

**Project Manager**

* Led the agency in media buying and procurement of various media materials, coordinated photoshoots, props for AV production, and managed creative assets
* Trafficked workflow of all creative projects, managed production, distribution, delivery, and installation