

# IRINA KUZEMKINA

Email: [ikuzemkina@gmail.com](mailto:ikuzemkina@gmail.com)

Tel.: 703-889-7292

An experienced business analyst and a certified Salesforce administrator with passion for process maturity and positive user experience and strong organizational and project management skills. I have six years of experience improving users' journey in Salesforce: identifying gaps in processes and technology, researching and designing Salesforce solutions, facilitating testing, and developing training documentation for end users.

- Demonstrated critical thinking and analytical skills
- Extensive Salesforce CRM experience
- Practical knowledge of Agile and SCRUM methodologies
- Strong research, assessment, and analysis skills
- Excellent communication skills
- Established effective rapport with internal and external stakeholders
- Project management and leadership experience
- Focus on positive user experience and solution design

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**05/2016 – Present, Program Integration Specialist (2016) and Business Systems Analyst (2017-present), Wounded Warrior Project, Jacksonville, FL**

## **Business Analysis:**

- Serve as a front-line liaison of Salesforce end users for their technology needs
- Utilize IIBA BABOK knowledge areas and techniques to identify business needs, elicit and document requirements, and design Salesforce solution in collaboration with the technical team
- Develop and maintain relationships and knowledge of business partners' function, processes, and procedures
- Represent business partners' interests on an Agile IT team
- Research, identify, analyze, and compare software solutions based on the requirements
- Conduct needs assessment studies and conduct gap analysis
- Work with senior management on emerging strategies and create technology roadmaps for business areas

## **Testing:**

- Write test scripts for user acceptance testing
- Facilitate user acceptance testing, which includes conducting demos, training, daily check-in, validating defects, and coordinating resolution
- Conduct QA and regression testing in a sandbox environment

## **Process Improvement:**

- Collaborate closely with business staff and subject matter experts to identify opportunities and make recommendations for business process improvement
- Plan and conduct workshops to identify process steps and create process flow charts for visualization.

## **Project Management:**

- Develop project charters, stakeholder analysis, and lead the

## **Accomplishments:**

- Set up new teams in Salesforce, which included facilitating work groups to elicit business objectives, drafting processes and swim lanes, Salesforce requirements, and making Salesforce design recommendations
- Defined best practices in Salesforce that became organizational standards
- Assisted WWP programs achieve process efficiency by identifying process improvement opportunities and recommending changes in Salesforce
- Drafted process flow charts for WWP program and resource development teams
- Conducted organization-wide discovery and needs assessment study for introducing texting as a new communication channel with the service population
- Developed Salesforce Lightning training documentation for end users

## **Technology:**

Salesforce, Jira, Confluence, Microsoft 365, Microsoft Teams, Microsoft One

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initial stages of projects without a PM

- Serve as a liaison with vendors to set up demos, proof of concept sessions, and obtain contract documentation
- Create high-level project plans and provide regular updates to stakeholders

Drive, Visio, Zoom

## SDLC Methodology:

Agile, Hybrid

**07/2014 – 05/2016, Business Development Analyst, Optimal Solutions and Technologies, Inc. (OST Inc.), McLean, VA**

### Leadership:

- Led business development analysis team by setting priorities, distributing tasks and deadlines, conducting tactical meetings, and providing feedback
- Presented analysis of new business opportunities to the executive management in daily meetings and facilitated brainstorming sessions for capturing new business opportunities
- Checked in with capture teams to ensure they are on track with business opportunities capture
- Trained and supervise the work of interns, and provide constructive feedback

### Research:

- Developed annual strategic account plans in collaboration with stakeholders
- Researched, identified, and analyzed new business opportunities
- Conducted competitive landscape research, analyzed federal market and industry trends
- Identified potential partners and coordinate partnering efforts
- Assisted capture manager with developing and maintaining capture plans

### Accomplishments

- Enhanced effectiveness, collaboration, and information sharing on capture teams by establishing weekly meetings for several small capture teams
- Mapped out the department's processes and procedures, identified gaps, and made improvement suggestions
- Served as a Salesforce administrator for a small end user group: managed user licenses and permissions; customized layouts; created and managed reports and dashboards
- As requested, researched software to enhance users' experience
- Trained new users on Salesforce CRM

### Technology

Salesforce, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Visio, Sharepoint)

**09/2012 – 07/2014, Business Development and Project Coordinator, International Business & Technical Consultants, Inc. (IBTCI), Vienna, VA**

### Business Development:

- Coordinated capture efforts of international business opportunities funded by the U.S. Federal Government and other organizations
- Assisted in forming and coordinating proposal teams
- Coordinated partnering and recruitment for projects
- Drafted project work plans and budgets
- Served as a point of contact with clients, partners, and consultants
- Analyzed RFP requirements and ensured proposal compliance

### Accomplishments

- Coordinated a number of successful short-term international projects. The wide array of responsibilities included recruitment, arranging project team's international travel, coordinating teaming agreements with international vendors, handling consultants' invoices and expense reports, and tracking and verifying

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with the requirements

- Wrote non-technical proposal sections, edited and formatted proposal drafts

## Project Management:

- Provided coordination support to international projects
- Monitored the progress and quality of project deliverables
- Investigated, negotiated, and assisted with resolving any issues that arose with respect to project activities
- Monitored project expenses and consultants' level of effort
- Led logistics and mobilization processes of project consultants and partners
- Reviewed, edited, and formatted project deliverables and monitored compliance with the clients' requirements.

## Research:

- Conducted market research and forecasts to track new bidding opportunities
- Conducted research on project-specific topics for technical proposal sections
- Conducted market research and assisted with developing business plans and company brochures

## Leadership:

- Mentored and supervised interns
- Encouraged timely submission of deliverables by tracking staff time, requesting regular status reports, sending reminders, initiating meetings, etc.
- Organized networking meetings; built relationships with variety of internal and external stakeholders

the quality of deliverables

- Built excellent rapport with the executive management, customers, and partners
- Trained and mentored interns that became thriving professionals
- In 2013, I provided support to over ten proposals with contract value ranging from \$100,000 to \$25 million
- Facilitated assembling consortia of 2-5 companies and recruited teams of consultants, ranging from 2 to 10 persons per team

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## EDUCATION AND TRAINING

**BA Magna cum laude**, Global Affairs, Business minor

George Mason University, Fairfax, VA, USA

Class of 2012

**Certified Scrum Product Owner (CSPO)®**

**Certified Salesforce Administrator**

**Mountaineer Rank** in Salesforce Trailhead

**Certified Associate in Project Management (CAPM)®**, Project Management Institute (Expired in 2018)

Trained in **Scrum** best practices, **Lean** analysis basics, **Business Analyst** bootcamp, **IIBA BABOK** knowledge areas and techniques