

# Deepak Kumar

PRODUCT OWNER, BUSINESS ANALYST

## Skills

Agile Methodologies

MS Visio, Lucidchart, Omnigraffle, Balsamiq

Trello, Smartsheet, monday.com

Office 365, Sharepoint online, Google Workspace

Strong background in Software Development Lifecycle

JIRA, Confluence, HP ALM

Intermediate SQL

Beginner Tableau

Advanced Google Analytics

Beginner Google Tag Manager

True View Video Advertising

Beginner Google Ads

Digital Marketing/Media, Retail and Insurance Industry experience

Beginner HTML and Javascript

Strong interpersonal and intercultural communication skills

Intermediate French and Beginner Spanish

## Links

[LinkedIn](#)

## Employment History

### Digital Product Owner, ERGO, New York City

OCTOBER 2019 – SEPTEMBER 2020

- Product Roadmap planning with C-level
- Scrum development and release management
- Elicitation & collaboration with engineering and end-user communities
- User story creation, backlog maintenance, grooming and prioritization
- Defining detailed product requirements/specifications.
- Product API integration with Salesforce Marketing Cloud
- Weekly bite-sized Video demo releases for end-user training
- Oversaw Software Quality Assurance
- Spearheaded ISO 27001 implementation

### Freelance Business Consultant, Start-ups, New York City

JUNE 2019 – SEPTEMBER 2019

- Online Business Strategy
- Market research: Trends, Competitive Analysis, Surveys
- Ads strategy and optimization based on Analytics

### Media Business Analyst, NBCUniversal Media, New York City

NOVEMBER 2018 – FEBRUARY 2019

- Elicitation Interviews with Business stakeholders
- Current and Future state analysis for new and enhancement projects
- Prototyping and business process modeling
- Project Charter for new CMS-B2Bwebsite for marketers and distributors for Tokyo Olympics 2020
- Established dev. scope of work contract in a hybrid delivery model
- Oversaw O365 rollout, communications and support
- Administered transition training for different business teams
- Designed SharePoint sites & led cloud migration of teams' folders

### Freelance Digital BA/PM, Small US Businesses, New York City

DECEMBER 2016 – NOVEMBER 2018

- Managed Project plans and stakeholders: Creative, Marketing, SEO, Branding & Web Development teams
- Established Agile-Kanban framework, processes and workflows
- Elicited website requirements, created prototypes & managed backlog
- Customer journey mapping activities with stakeholders
- Led Web dev. process- SOW, Branding/UXworkshops, UI design and QA
- Tracked KPIs of SEO and Ads campaign performances
- Led biweekly calls and published Status Reports

### QA PM - Microsoft ADFS, Sainsbury's, UK (TCS), Bangalore

DECEMBER 2015 – MARCH 2017

- Delivered Master Test Plan, mentored and managed QA team
- Delivered SIT & UAT phases in onshore-offshore model
- MDM Implementation on iOS, Android and Windows for Retail and Bank
- Facilitated V&P, Info-sec, and Operational Acceptance phases
- Led triage calls with stakeholders & signed-off all phases
- Produced Phase level closure reports & Test Summary report

### QA PM - Windows transformation, Sainsbury's, UK, London

NOVEMBER 2014 – NOVEMBER 2015

- Designed Master Test Plan, Trained and Managed dispersed QA team
- User Acceptance Testing of 300+ desktop & 500+ web apps
- Collaboration with SCCM deployment, Web consultant & the Business

- Functional testing & UAT of webmail migration to O365 Cloud
- Pilot and Go-live rollout support at Stores, Depots & IT support centre
- Reported Weekly Status to the Program Manager and delivered TSR

### **QA Analyst, Sainsbury's, UK and NEST, UK (TCS), Bangalore**

SEPTEMBER 2010 – NOVEMBER 2014

- *Various ETL technologies, e-commerce Websites and Mobile Apps*

## **Education**

### **CBAP, International Institute of Business Analysis**

Pursuing.

### **Google Analytics Individual Qualification (GAIQ)**

Advanced Analytics

### **Google Ads Video Certification**

Google Ads Fundamentals + TrueView Video Advertising

### **The Fundamentals of Digital Marketing, Tag Manager fundamentals**

Certified by Google & International Advertising Bureau Europe

### **Certified Quality Assurance Professional**

International Software Testing Qualifications Board (ISTQB)

### **Integrated Learning Program, Tata Consultancy Services, Bangalore**

MARCH 2010 – SEPTEMBER 2010

Programming, Testing, Business etiquette and communication

### **Bachelor of Engineering Technology, Visveswaraya Technological University, Bangalore**

JULY 2005 – JUNE 2009