

TANYA GUPTA

- Professional Scrum Master (PSM) Certified from Scrum.org
- 4+ Years of Project Management experience
- MBA (Marketing and Operations) from Tier1 B school IBS, Hyderabad
- B.Tech (CSE) from top engineering college of Haryana



CONTACT

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EXPERIENCE

Engagement Manager, 10/2024-03/2025

Quadrafort Technologies, Client: Lemon Tree & DCM Shriram

- Spearheaded end-to-end project delivery of **Salesforce solutions**, ensuring on- time, high-quality implementations using **Agile and Waterfall methodologies**.
- Managed project scope, risks, and **stakeholder engagement** while driving client satisfaction through effective communication and leadership.
- Led cross-functional teams, maintaining detailed **tracking systems** like RAID logs, milestone trackers, and **status reports**.
- Ensured optimal resource allocation and mentored team members to enhance productivity and **quality delivery**.
- Led daily stand-ups, sprint planning, sprint reviews, and retrospectives as Scrum Master for cross-functional teams delivering enterprise Salesforce and IoT-based solutions.

Project Manager, 04/2022 – 12/2023

Cloud Mentor – Jaipur (Remote)

- Scheduled and facilitated regular status meetings and served as Scrum Master, managing project teams, sponsors, and **stakeholders** through Sprints
- **Managed project dependencies** and represented projects in various cross-project forums.
- Led technical projects involving **CRM integrations and cloud-based solutions**, coordinating cross-functional teams including software developers, **Salesforce administrators**, and business stakeholders. Applied Agile methodologies to deliver on-time results while **managing risks and budget constraints**.
- Prepared budget, conducted MIS role, UAT sign offs, TAT management, weekly status reports and **resource plans** to achieve the Statement of Work (SOW).
- Handled PMO functions including SOW management, TAT governance, status reporting, and compliance with Agile delivery KPIs

Associate, 04/2021- 04/2022

Hero FinCorp Ltd- New Delhi

- Led **end-to-end CRM project** initiatives, including roadmaps, scope, and strategy, **improving customer engagement and revenue generation**.
- Supervised **cross-functional teams** and coordinated with stakeholders to implement new CRM features, **streamlining customer communication** and automating processes.
- **Conducted daily stand-ups, sprint planning**, and meetings, ensuring timely project delivery while enhancing operational efficiency and customer retention.
- Formulated **Business Requirement Documents (BRD)** outlining functional and technical specifications to guide feature development and **solve business challenges**.

Software Engineer, 02/2018 – 04/2019

Morningstar, Inc. - Gurugram

- Led **comprehensive training** for analysts on internal processes, ensuring smooth operations and adherence to best practices.
- Integrated new features into CRM and ADL modules, **enhancing customer retention** by 15% and contributing to a 30% revenue boost.
- Managed CRM and SaaS platform enhancements for **high-net-worth clients**, utilizing **Agile methodologies** for sprint planning, risk mitigation, and feature implementation.

SKILLS

- **Professional Skills**
- Multi-tasking, Time management, Structured Thinking, Project Financials
- Agile Methodology, Project management
- Excellent communication, interpersonal and presentation skills.
- Strong Analytical and Problem-solving skills, Backlog Planning, Vendor Management
- Risk Management, MarTech Tools (Salesforce, Marketing Automation), Change Management, Senior Stakeholder Engagement
- **Technical Skills**
- Salesforce CRM integration, SQL, IOT/Cloud, DocuSign, SDLC, Power BI, Tableau (Beginner Level)
- Scrum ceremonies, Project backlog, Requirement Analysis, Kanban, Agile and Waterfall Projects (Intermediate Level)
- Smartsheet, Jira, Monday.com, Confluence, Trello, Figma (Basic Level)

EDUCATION

MBA (Marketing and Operations)
ICFAI Business School, Hyderabad
(2019-2021)

B.Tech , (Computer Science Engg)
Maharshi Dayanand University, Rohtak
(2014-2018)