

APURWA MISHRA

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Certified Salesforce Administrator with 2+ years of experience in Project Management, Scrum, Business Analysis, and Salesforce implementations. Proven expertise in stakeholder management, sprint planning, user story creation, and DevOps practices. Strong background in e-commerce operations, and market research.

SKILLS

- **Project & Process Management**

Agile/Scrum/Waterfall | SDLC | Sprint Planning | Risk Management
Stakeholder Collaboration | Client Relations | Cross-functional Team Leadership
Technical & Tools | Azure/JIRA/Shortcut | MS Office | Excel | Miro

- **Business Analysis**

Requirements Gathering | SRS/BRD | User Story Creation | Process Improvement
Market Research | Problem-Solving

WORK EXPERIENCE

PRUDENT | Junior Project Manager, at Hyderabad., Mar 2023 - Present

- **Project & Process Management**

- Managed end-to-end Salesforce implementations using Agile/Scrum and Waterfall methodologies.
- Planned and executed sprints with 95% success rate through effective sprint planning.
- Identified and mitigated project risks, reducing blockers by 15%.
- Oversaw complete SDLC from requirements gathering to deployment.

- **Agile/Scrum Leadership**

- Served as Scrum Master for 6+ client projects (Healthcare, Insurance, NGOs).
- Conducted daily stand-ups and sprint retrospectives, improving team velocity by 20%.
- Managed backlog grooming and prioritization in JIRA/Shortcut.
- Created and maintained user stories with clear acceptance criteria.

- **Stakeholder & Client Relations**

- Collaborated with cross-functional teams including developers, QA, and business units.
- Maintained strong client relationships through regular status updates and demos.
- Facilitated requirements gathering sessions with business stakeholders.
- Ensured 100% timesheet compliance across 54 team members.

- **Technical & Tools Expertise**

- Tracked projects and managed workflows using Azure DevOps/JIRA.
- Created process diagrams and workflow visualizations in Miro.
- Developed project documentation and reports using MS Office (Word, Excel).
- Built data analysis tools and trackers using Excel functions.

Miraki Technologies (Fabrik) | Operations/ Market Research Analyst, at
Hyderabad. Jul 2022 - Mar,2023

Ecommerce *startup*:

- E-commerce Operations & Strategy
 - Managed and optimized product listings across e-commerce platforms, improving product visibility and customer engagement.
 - Enhanced the end-to-end customer experience through process refinement and UX recommendations.
 - Identified upselling and cross-selling opportunities to increase average order value.
 - Collaborated with marketing and operations teams to execute performance-driven sales strategies.

TATA Steel |Summer Internship, at Jamshedpur.
July 2021 – September 2021

- Market Research & Business Analysis
 - Conducted in-depth analysis of market trends to identify growth and upselling opportunities.
 - Provided data-driven insights to enhance customer experience and engagement strategies.
 - Contributed to brand awareness initiatives through competitor benchmarking and strategic recommendations.
 - Supported the creation of actionable plans to align market data with business goals.

EDUCATION

MBA in Marketing and Business Analytics
Army institute of management, Kolkata | 2020-22

Bachelor of Computer Application (BCA)
Jain College, Jamshedpur | 2016-19

ACHIEVEMENTS

- Successfully managed and ensured 100% completion of timesheet entries for 54 employees, improving accuracy from 10% to full compliance.
- Successfully delivered project requirements and met the deadline while managing the team in the absence of the team lead
- Onboarded 15 clients onto a new e-commerce platform within 1 month, successfully navigating an unfamiliar marketplace.

CERTIFICATIONS

- Salesforce Admin
- Salesforce Advance Admin