Corbet

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CAREER HIGHLIGHTS

- With over a decade of experience in business systems analysis, I excel at bridging the gap between business objectives and cross-functional teams to deliver successful products and programs. My expertise lies in documenting detailed business, technical, and functional requirements and facilitating alignment across stakeholders.
- I have effectively managed large-scale products and programs throughout the entire Software Development Life Cycle (SDLC), collaborating with stakeholders and cross-functional teams to deliver high-quality solutions.
- Recently, I planned, coordinated, and executed digital experiences for Ford automobile owners, including developing and managing product & program timelines, scope, and budgets while ensuring Ford stakeholder and partner needs are aligned every step of the way.
- My ongoing curiosity led me to pursue a Master of Science in Information Technology at the University of Michigan to deepen my understanding of UI/UX Research and Design, bolstering my capabilities to help businesses make important decisions with user's needs in mind.

SKILLS & PROFICIENCY

PRODUCT MANAGEMENT
- Agile + Scrum Frameworks
- Sprint Planning + Execution
- Backlog Grooming + Roadmaps
- Epics + Features + User Stories
- Release Planning + Deployments
- Quality Assurance (QA) Testing
- User Acceptance Testing (UAT)

BUSINESS ANALYSIS
- Requirements Elicitation
- Personas + Scenarios
- SWOT and Gap Analysis
- Journey + Process Mapping
- Data Flow Diagrams
- Stakeholder Interviews
- SQL Scripts + Data Analysis

TECH PROFICIENCY
- HTML + CSS + APIs
- Sharepoint + Visio
- Excel + PowerPoint
- Jira + Miro + Azure
- Adobe Analytics + Target (A4T)
- Google Analytics + AWS
- Figma + Axure + Sketch + XD

EXPERIENCE

Business Analyst at TerrAscend, *King of Prussia, PA (Remote)*
November 2024 - Present

- Partnered with executive stakeholders to develop and deliver customized Power BI applications, dashboards, and reports, ensuring visualizations and analytics aligned precisely with executive business insights and decision-making requirements.
- Oversaw project integration of various web technologies & digital tools, integrating with platforms such as Snowflake, Epicor, Wherefour, & Power BI while ensuring SOX & Legal Compliance across multiple States and markets.
- Worked with product stakeholders & cross-functional teams to gather business, technical, & functional requirements, create user stories, acceptance criteria, and flow diagrams, driving clarity and alignment for agile sprint execution across different workstreams and business units.
- Streamlined the intake and prioritization process for upcoming sprints by standardizing design templates and user stories in Click-up, reducing delivery time by three weeks.
- Analyzed support requests from admins and on-site staff to better understand incident reports and support requests, including implementing an advanced knowledge-base solution in ZenDesk that allows for employee self-servicing, cutting overall support tickets submitted in half.

Business Systems Analyst at Jackson Dawson, *Dearborn, MI (Remote)*
October 2023 - October 2024

- Coordinated, planned, and managed digital programs for Ford owners, overseeing timelines, scope, and budget to ensure alignment with business needs throughout the Software Development Life Cycle (SDLC).
- Worked with Ford leaders & cross-functional teams to gather business, technical, & functional requirements, create user stories, acceptance criteria, and flow diagrams in Azure DevOps for upcoming agile sprints.

- Partnered with admins and on-site staff to analyze product issues and support requests, implementing a streamlined process for issue tracking, which reduced response turnaround time from one week to 24 hours.
  - Oversaw product integration of web technologies & APIs, including Google Analytics, AWS, Shopify, Mailchimp, Mandrill, FileMaker, Smartsheet, and Tableau while ensuring compliance with Ford data privacy policies.

Business Systems Analyst at VML, *Detroit, MI (Remote)*
August 2021 - June 2023

- Partnered with Product Owners, Subject Matter Experts, and cross-functional teams to implement personalized digital Ford experiences using Adobe Experience Cloud and Analytics for Target (A4T).
- Gathered business, functional, & technical requirement and created & prioritized user stories, acceptance criteria, and functional requirements in Jira, enabling developers to iterate and improve on Ford programs efficiently.
- Conducted A/B Tests for Ford stakeholders to better understand which web content best drives conversions, sales and other important metrics for Ford.com and other digital channels.
- Facilitated Journey Mapping sessions in Figma with strategists to enhance the GuestXP Dealer Management System (DMS) by understanding user needs and partner pain points.
- Managed targeted email campaigns for Product Owners, leveraging customer history and data analytics to increase revenue through communication channels and touch points in Adobe Experience Manager.

Project Manager at Garden State Flower Cooperative, *Boonton, NJ (Remote)*
December 2020 - May 2022

- Gathered business requirements through interviews, participatory design sessions, and journey mapping to better understand problems associated with the co-op's existing pre-order process and how it could be improved.
- Wrote functional and technical requirements for a new pre-order process & app, helping address specific pain points and improve the experience for all stakeholders, including program administrators, farmers, and buyers.
- Created and presented Standard Operating Procedures and training documentation for administrators, farmers, and buyers for the new CRM platform, cutting onboarding time for new administrators in half.

Business Systems Analyst at Thomson Reuters, *Ann Arbor, MI*
August 2014 - October 2018

- Planned & coordinated new functionality, including writing business, technical, & functional requirements, and user support documentation for new, updated, and enhanced functionality in the Accounting CS software suite.
- Gathered, analyzed, and translated business, stakeholder, support, & user requirements into user stories in Azure DevOps for our development teams to work on during upcoming agile sprints.
- Wrote and executed SQL scripts to perform advanced data analysis, delivering data-driven insights to both the business and clients, which drove key business decisions & helped optimize internal processes.
- Led discovery sessions with stakeholders in order to develop functional & technical requirements specifications and acceptance criteria for new software functionality and features for upcoming agile sprints.
- Redesigned, updated, and added new client widgets to the Accounting CS data visualization dashboard to facilitate more efficient review of each firm's KPIs, metrics, and data points from a high-level perspective.

EDUCATION

Master of Science in Information, University of Michigan, *Ann Arbor, MI*

Majored in User Experience Research & Design, 2018 to 2020, 3.9 GPA

Bachelor of Business Administration, University of Toledo, *Toledo, OH*

Majored in Marketing, 2008 to 2010