

SOFTLOFT

ECOMMERCE INNOVATORS

SOFT-LOFT UNIPessoal LDA

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Senior Business Analyst (Anastasiya)

Date: 01 June 2023

Key skills:

- Business Analysis (e-commerce, web)
- Project Management (scope management, budget control, risk analysis)
- Magento 1, Magento 2
- Digital marketing, Product management
- Scrum, Kanban, Waterfall, Agile methodology
- Jira, Confluence, Target Process, MS Teams, Clarizen
- Invision, Zeplin, Figma

Certification :

- Magento 2 Solution Specialist
- Salesforce Marketing Cloud Consultant
- Salesforce Marketing Cloud Email Specialist
- IPM Business School - Negotiations Master

Education :

- 2010 - 2015 - Belarus State Economic University High School, International Relations and Affairs
- 2017-2017 - IT Academy, Business Analysis

Languages :

- Russian - Native
- Belarussian - Native
- English - Upper-intermediate
- German - Elementary

Projects experience:

Period:	2022 - Present
Project description	Canon AU, Ultraceuticals AU, Hartmann AU, DigiDirect AU, Cochlear AU, Conquest Sports AU (Converse, Hurley), L'oreal Russia (Lancome, Vichy, Giorgio Armani, La Roche Posay, NYX, Skinceuticals)

Responsibilities:	<ul style="list-style-type: none"> ● Pre-sale activities: communication with the clients, workshops and estimation sessions running, Statement of Work preparation, user journey maps, integration diagrams, high level requirement matrixes preparation. ● Ability to set up project BA processes and drive the process improvement and changes. ● Manage project scope and priorities. backlog management. ● Gathering, analysis, documenting and maintaining requirements, designs review. ● Documenting System Requirements (SRS), Development Specification preparations (User Stories and Use Cases Description), Integration Specifications Preparation. ● Leading for grooming, refinement sessions, workshops, client's demo sessions, sprint planning, BAs meetings. ● Conducting Interviews. Mentoring other business analysts. ● BA School Leading
Role in project:	Senior Business Analyst

Period:	2019 - 2021
Project description	DigiDirect AU, L'oreal Russia (Lancome, Vichy, Giorgio Armany, La Roche Posay, NYX, Skinceuticals)
Responsibilities:	<ul style="list-style-type: none"> ● Defining project scope and goals ● Continuous scope control ● Project budget and timelines management ● Managing project risks ● Facilitating meetings, including daily stand-ups, sprint planning, and retrospectives ● Team profiling and resourcing ● Conducting Interviews. Mentoring other team members
Role in project:	Project Manager

Period:	2017-2020
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Project description	DigiDirect AU, L'oreal Russia (Lancome, Vichy, Giorgio Armany, La Roche Posay, NYX, Skinceuticals)
Responsibilities:	<ul style="list-style-type: none"> • Pre-sale activities: communication with the clients, workshops and estimation sessions running, Statement of Work preparation, user journey maps, integration diagrams, high level requirement matrixes preparation. • Ability to set up project BA processes and drive the process improvement and changes. • Manage project scope and priorities. backlog management. • Gathering, analysis, documenting and maintaining requirements, designs review. • Documenting System Requirements (SRS), Development Specification preparations (User Stories and Use Cases Description), Integration Specifications Preparation. • Leading for grooming, refinement sessions, workshops, client's demo sessions, sprint planning, BAs meetings. • Conducting Interviews. Mentoring other business analysts. • BA School Leading
Role in project:	Business Analyst

Period:	2015-2017
Project description	P&G, Orion, Heineken, Servolux, BelAz
Responsibilities:	<ul style="list-style-type: none"> • Financial statements auditing • Physical inventory count • Supporting documents review • Analytical procedures
Role in project:	Auditor

Period:	2013-2015
Project description	Franchisor and Franchisee Association

Responsibilities:	<ul style="list-style-type: none">● Communication with franchisors and franchisees● Franchise profitability analysis● Organisation of franchise events
Role in project:	Franchise Specialist