

CONTACT INFORMATION

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SKILLS

Adobe Analytics
Akora
Anaconda Navigator
Azure DevOps
Base SAS
BitBucket
C#
C++
Confluence
Java
JavaScript
Jira
jQuery
Jupyter Notebook
XML/HTML
Microsoft Office (All)
Oracle
Power Campus (ERP)
Power Canvas (LMS)
PowerShell
Putty
PySpark
Python
SharePoint
SQL Developer
SQL Server Integration Services (SSIS)
SQL Server Management Studio
SQL Server Reporting Services (SSRS)
SQL Navigator
SQL Workbench
TeraData
VB Script
Visio
Visual Studio

KRISTA FIELD

PROFESSIONAL SUMMARY

Dedicated Business Analyst and data driven professional with a history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Seeking a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills. Eager to contribute to team success through hard work, attention to detail and excellent organizational skills.

WORK HISTORY

Business Analyst, PMO, 10/2023 - Present

Customers Bank, Malvern, PA

- Gathering and documenting business requirements with the project teams and stakeholders.
- Creating Business Requirement Documents (BRD) and requirements traceability matrices.
- Creating process flow diagrams with project teams and stakeholders.
- Creating test plans and test scripts with project teams and stakeholders.
- Working with project stakeholders, project vendors, and technology teams to ensure that business requirements are properly implemented as part of the overall project management.
- Working in Azure DevOps (ADO) for agile projects.
- Creating user stories and acceptance criteria in ADO.
- Managing Kanban board with the project teams and development teams.
- Working on updating the Project Management Office (PMO) policies and procedures documentation.
- Managing several projects occurring at the time.
- Sending weekly updates for projects to project teams, stakeholders, and PMO management.

Product Manager I, Digital Platforms, 08/2022 – 10/2023

TD Bank, Mt Laurel, NJ

- Assessed digital marketplace of financial services and retail competitors to identify market trends, competitive risks and opportunities for online platform strategy.
- Represented digital channel platforms on projects and initiatives as the business/platform owner.
- Aligned teams to the vision, identifying opportunities to deliver enterprise-wide features and services that deepen customer engagement.
- Worked collaboratively with Sr. Management, Strategy and Planning and the lines of business in the creation of platform strategies and developing detailed strategies and roadmaps to fulfill delivery of the enterprise integrated vision.
- Created strong relationships with key business partners ensuring ongoing successful communication and direction of the product life cycle.

EDUCATION

Master of Science, Computer Information Science

LaSalle University, 03/2014

- GPA 3.61

Bachelor of Science, Information Sciences and Technology Integration Option

The Pennsylvania State University, 12/2003

- Minored in Business
- Major GPA 3.40
- Achieved Dean's List

CERTIFICATIONS

- SAFe 5 Product Owner/Product Manager

ACCOMPLISHMENTS

- Optimized and automated several end-of-month scripts to improve performance and accuracy of metrics.
- Recipient of Above and Beyond Award March 2020 – TD Bank
- Created standalone databases in Access for several business partners.
- Created SharePoint sites for business partners.
- Created process flow for Active Directory creations.
- Created several SSIS packages that increased productivity for business partners.
- Recipient of several Employee of the month awards, recognizing you awards and several 'Leading' on performance appraisals – Verizon Wireless

Manager, Digital Data Analytics & Insights, 05/2021 – 08/2022

TD Bank, Mt Laurel, NJ

- Managed a team of Business Insights & Analytics specialists.
- Ensured team collaboration with various internal stakeholders on business issues.
- Managed client escalations and contacted appropriate areas to resolve or minimize business issues.
- Reviewed and contributed to the presentation of insights back to executive leaders or business partners to drive strategic improvement.
- Contributed to the overall direction of the team regarding emerging tools, techniques and methods in presenting or visualizing key information.
- Collaborated with business partners to shape and prioritize ad hoc analysis.
- Leveraged data systems and various sources to ensure the team was equipped to formulate well defined solutions to solve business problems.
- Identified opportunities for business growth within a specific business or function by identifying potential use cases and value drivers.
- Established effective relationships across multiple businesses and technology partners, programs, and project managers.
- Managed the workload of the analytics team; assigned data requests to staff based on skills and development needs.
- Provided coaching, development, succession, recruitment, resource management, and overall team leadership for team members; provided regular input into team members' assessment of performance and development plans.
- Fostered a culture that encouraged productivity, innovation, process improvement, teamwork, and a high level of professionalism.
- Coordinated necessary resources to ensure completion by deadlines.
- Identified and recommended opportunities to enhance productivity, effectiveness, and operational efficiency.

Senior Business Information Management Analyst, 11/2019 – 05/2021

TD Bank, Mt Laurel, NJ

- Reviewed documents to obtain key data and business information.
- Understood requirements and ran ad-hoc reports when requested.
- Utilized SAS, Akora and other technologies to automate scripts in managing metrics to improve performance and accuracy.
- Optimized older scripts.
- Utilized Bitbucket to store scripts used for jobs.
- Created documentation on confluence for Daily, Weekly and Monthly reporting metrics and automated job scripts.
- Collaborated with business partners to respond to questions, concerns and reporting.
- Responsible for daily login and enrollment metrics, weekly flash report metrics and 400+ monthly metrics.
- SME for TD US data.

Senior Business Analyst – IT applications, 01/2018 – 11/2019

Arcadia University, Glenside, PA

- Established excellent working relationships with end-users, colleagues and vendors.
- Maintained an expert understanding of all policies and procedures with the ability to clarify and explain when issues arose.

HOBBIES

Crocheting/Knitting

Sewing

Baking

- Troubleshoot issues, offered feedback and ensured follow up and resolution for each issue.
- Created key documentation and use cases for all applications and end-user business processes.
- Created key documentation for stored procedures and tasks.
- Collaborated with end-users and departments to re-engineer and improve business processes.
- Supported the leadership team including CIO with reporting, analysis and business presentations to inform divisional strategies.
- Used appropriate toolsets to create and maintain integrations for sharing data between systems.
- Utilized SQL Server Management Studio and SSRS to run reports for all other departments in the University.
- Lead special projects: updated and maintained the Active Directory process for students, faculty and staff; created security groups for STAREZ (student housing application); created SSIS packages; lead team meetings.
- Tested application enhancements.

Senior Analyst – Sarbanes Oxley (SOX) Compliance, 01/2016 – 01/2018

Verizon Wireless, Trevose, PA

- Played an instrumental role in warehouse (CEVA, Ryder and CTDI) risk assessment efforts, supporting enhancements in business processes and controls.
- Formulated detailed recommendations based on audit findings to support annual planning and definition of goals.
- Ensured controls were still needed and functioned as designed.
- Managed full life cycle of assigned audits in alignment with departmental procedures, delivering progress as well as closing reports to senior management and clients.
- Prepared and presented comprehensive reports to upper management and audit team, covering issues and recommendations.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Created plans and communicated deadlines to ensure projects were completed on time.
- Lead on warehouse guides for Internal Audit and Ernst & Young.
- Lead on annual physical inventory count for CTDI warehouse.
- Created and maintained a database via Access for monetization of Trade-in and Edge programs.

Senior Analyst – Concessions, 01/2011 – 01/2016

Verizon Wireless, Trevose, PA

- Identified and resolved problems made in the customer Equipment Tracking and Order Management (CETOM) system.
- Utilized Access, TeraData and SQL Navigator to provide reporting for monthly forecast analysis and ad-hoc reporting in support of decision making.
- Ran daily, weekly and approximately 40 reports at month end for various analyses including cost reporting, shipping reporting, device reporting, sales reporting, order processing stats, backorders, error reporting and non-returns reporting.
- Updated database via SQL Navigator.
- Documented procedures and business processes and shared information with appropriate business partners.

- Validated results and performed quality assurance to assess accuracy of data during the automation process.
- Maximized team knowledge and productivity by effectively training, monitoring and directing employees in application of best practices and regulatory protocols.
- Performed system analysis, documentation, testing, implementation and user support for platform transitions.
- Team lead and SME for new platforms.

Team Facilitator/Coordinator, 02/2006 – 12/2010

Verizon Wireless, Trevose, PA

- Main point of contact for several system enhancements and defects.
- Communicated, troubleshoot, and followed up with all impacts to system enhancements and defects.
- Identified training opportunities by tracking frequently made errors and assisted the training team when necessary.
- Tested new enhancements in the UAT environment to ensure all errors were corrected before live launch.
- Audited reports to identify possible fraudulent activities.
- Assisted colleagues with questions, systems and procedures.
- Monitored service levels and assigned work when needed.
- Assisted staff with overflow of inbound calls and order processing.
- Maintained the ordering servers to ensure work was processed on time and correctly.
- Provided feedback and opportunities to improve processes; identified process breakdowns with proposed solutions.
- Facilitated team meetings and handled departmental reports.
- Assisted in coaching and development of new hires and existing staff; Assisted in Training and monitoring temporary Employees.
- Maintained temporary employee's timesheets.