Corbet

(419) 324-5146 | ME@CORBET.APP | CORBET.APP

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 was responsible for Enterprise-level initiatives , including developing and managing executive-level project timelines, scope, and budgets while ensuring 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 + Power BI
Azure + Snowflake
Adobe Analytics + Target (A4T)
Google Analytics + AWS
Figma + Axure + Sketch + XD

EXPERIENCE

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

- Led an enterprise-wide initiative to analyze and optimize IT support channels across five markets, beginning with in-depth user journey mapping sessions to identify critical inefficiencies, identify pain points and any opportunities for enhancements.
- Managed the end-to-end API integration of key enterprise platforms including Azure, Snowflake, Epicor, Wherefour, and Power BI, ensuring seamless data connectivity and strict SOX/Legal compliance across all operational markets.
- Developed and implemented a step-by-step IT Support Standard Operating Procedure (SOP) for all Retail staff for submitting IT Support requests, featuring physical and digital signage and clear escalation policies to streamline issue resolution, resulting in a 80% reduction in tickets being sent to the wrong Support team.
- Analyzed internal support requests from admins and on-site staff to better understand re-occurring reports and requests, including implementing an advanced knowledge-base solution in ZenDesk that allows for employee self-servicing, cutting overall support tickets submitted in half.
- Led requirements gathering sessions 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.

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

- Conducted A/B Tests for Ford stakeholders to better understand which web content best drives conversions, leading to the implementation of a new registration process that increased lead form submissions by 15%.
- 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.

- 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.
  - 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

- Streamlined Ford product page updates in Adobe Experience Cloud, accelerating the deployment of personalized content from 15 days down to within three days following new product announcements.
- Managed targeted email campaigns for Product Owners, leveraging customer history and data analytics in Adobe Experience Manager, resulting in a 25% increase in click-through rates and a 10% uplift in associated revenue.
- Facilitated Journey Mapping sessions in Figma with strategists to enhance the GuestXP Dealer Management System (DMS) by understanding user needs and partner pain points, reducing digital support requests by 30%.
- 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.

Product 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