

# Roshni Arif

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## Bridging Data and Strategy | Product Manager with a Passion for Visualization and Cloud Solutions

Highly skilled professional with over 8 years of experience in database management, CRM optimization, sales operations, and analytics. Successfully boosted marketing efficiency by 20% within three months and enhanced dashboard performance leading to a 15% increase in user satisfaction within six months.

### WORK EXPERIENCE

#### AT&T x Tech Mahindra

#### Salesforce Product Manager

Plano, TX, USA

01/2022 - 02/2024

- **Innovative Analytics Solutions:** Developed strategies to address reporting and analytics challenges, strengthening relationships with business units, architects, and engineers.
- **Translated Business Needs:** Collaborated with stakeholders to gather requirements, translating them into technical specifications and architectural designs.
- **Enhanced Dashboard Functionality:** Utilized JSON scripting and SOQL/SAQL queries to improve dashboard performance, leading to a 15% increase in user satisfaction within six months
- **Crafted Decision-Making Tools:** Designed tools that simplified vast data, making it interactive and accessible for informed decision-making by agents and executives.
- **Streamlined Data Integration:** Seamlessly integrated data using MuleSoft, Kafka, and Snowflake, enhancing system interoperability by 20% within six months.

#### The Atlanta Opera

#### Database Manager

Atlanta, GA, USA

07/2021 - 01/2022

- **Spearheaded Database Management:** Led database operations, processing queries, and updating Tessitura SQL server to ensure data transparency and optimize system performance.
- **Enhanced CRM & Marketing Strategy:** Collaborated with marketing to optimize CRM systems, boosting campaign efficiency by 20% within three months through data-driven decision-making.
- **Cross-Functional Collaboration:** Partnered with teams to translate business needs into technical solutions, streamlining workflows and enhancing efficiency.
- **Innovative Data Quality Solutions:** Designed and implemented data quality solutions that automated error detection, significantly reducing data processing delays.

### SKILLS

#### • Data Management Systems:

AWS, Azure, Google BigQuery, Microsoft SQL Server, Oracle, Snowflake

#### • Salesforce Platforms:

Data Cloud, Einstein Analytics, Marketing Cloud, Non-Profit Cloud, Pardot, Sales Cloud, Service Cloud

#### • Programming & Scripting:

APEX, Javascript, Python, R, SAQL, SOQL, SQL

#### • Data Visualization & BI Tools:

Power BI, Sisense, Tableau

#### • Product Lifecycle Management:

Asana, Azure DevOps, Confluence, Jira, Trello

#### • Data Science and Machine Learning:

Classification, Clustering, Deep Learning, Neural Networks, NLP, Regression, Supervised and Unsupervised models, Web Crawling

**The Home Depot**  
**Senior Data Analyst**

**Atlanta, GA**  
**11/2017 - 03/2020**

- Steered Data Analysis and Optimization: Led data analysis and sales optimization efforts, providing insights and ensuring seamless Salesforce operations.
- Ensured Regulatory Compliance: Developed reports for over 100 stores, ensuring adherence to regulatory standards across divisions and regions.
- Managed Salesforce Marketing Cloud dashboards, boosting marketing efficiency by 15% within two quarters through monitoring and strategic optimizations.

**Birch Communications**  
**Sales Operations Analyst**

**Atlanta, GA, USA**  
**08/2015 - 02/2017**

- Administered Salesforce and Training: Managed Salesforce and crafted training, boosting confidence of 20-30 new sales consultants through effective sessions.
- Enhanced Reporting and Stability: Presented sales data to management, evaluated performance, and ensured system stability through testing, validation, and automation tools.

**EDUCATION**

**Harvard**

Certification in Data Analysis in Life Sciences

Cambridge, MA •  
08/2020 - 12/2021

**Georgia State University, J. Mack Robinson College of Business**

B.BA. in Computer Information Systems in Minor in Criminal Justice

Atlanta, GA •  
12/2016

**Year Up**

Information Technology Certification

Atlanta, GA • 07/2014

**VOLUNTEERING & LEADERSHIP**

**Year Up**

01/2021 - Present

Alumni Communications Board Member

Active member of the alumni communications board, participating in strategic discussions and contributing to alumni engagement initiatives.

**Wikipedia**

11/2011 - Present

Contributor

Contributing to Wikipedia in spaces related to books, data, and species, employing data analysis expertise to enhance content accuracy and depth.

**CERTIFICATIONS**

**Salesforce Certified Administrator**

Salesforce

**CRM Analytics Data Preparation Specialist**

Salesforce

**CRM Analytics and Einstein Discovery Insight Specialist**

Salesforce

**High-Dimensional Data Analysis**

HarvardX

**Statistical Inference and Modeling**

HarvardX

**Introduction to Linear Models and Matrix Algebra**

HarvardX

**Statistics & R**

HarvardX

**Statistical Inference & Modeling**

Harvardx

**Machine Learning With Python**

Massachusetts Institute of Technology

**Fundamentals Of Statistics**

Massachusetts Institute of Technology

**PMP Certification Training**

Udemy