

# DAVID KROL

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## EDUCATION

**Rutgers University, The State University of New Jersey**, New Brunswick NJ  
Bachelor of Arts in **Economics**, Minor in **Entrepreneurship**

May 2014  
GPA: 3.62

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## HIGHLIGHTS

Business Analyst proficient in drafting business requirements, preparing process flows, and performing data intensive research. Strong ability to manage projects from start to finish along alongside senior-level executives. Well versed on data analytics, digital marketing, and business operations.

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## PROFICIENCIES

- Certifications: Certified SCRUM Master, Tableau (In Progress) Google Analytics, Google AdWords, Hubspot InBound
- Software: JIRA & Confluence, Advanced MS Excel, WordPress, Adobe Photoshop, Asana, Social Media Tools
- Languages: SAS (familiar), R (familiar), HTML, CSS, Liquid (familiar)

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## WORK EXPERIENCE

**Sogeti**, New Brunswick, NJ

Nov 2016 – Present

**Business Analyst** | **Client:** Johnson & Johnson | **Project:** Prizma

- Draft 100+ user stories in JIRA by collaborating with Health Care Compliance product owners.
- Created 100+ page work instructions to fill gaps for end users on global application designed by vendor (Polaris).
- Created and managed confluence space to house Agile artifacts, serve as support Work Instruction resource, Dashboards for SCRUM team non-dev task tracking, and general project resources.
- Running Agile including all ceremonies for small minor dev agile team (Standup, retro, backlog grooming, sprint planning)
- Advised client on waterfall to agile transition by identifying concerns, key decisions needed, and top priorities.
- Created complex Visio process flows to streamline data governance, support requests, outages, releases, and high-level business processes. Creating requirements for OpCo rollout process Optimization and Improvements.
- Designed data governance model around collecting and merging master data from hundreds of operating companies.
- Hosting and leading sessions with HCC, Business, & IT for requirements gathering and business process improvement

**Sogeti**, Raritan, NJ

Nov 2015 – Nov 2016

**Business Analyst** | **Client:** Johnson & Johnson | **Project:** JAKE (Mentis), DI Mood

- Responsible for coordinating the efforts of global teams, leading the design, development and implementation of cost-effective, high-performance software applications and systems to meet challenging business needs at Jonhson & Johnson IT.
- Working in observational & interventional clinical trials within the Neuroscience TA (Treatment Area) Specifically – Autism & BiPolar disorder.
- Interacting with & gathering requirements Product / Business Owner on the Clinical / Sponsor side of a Study
- Agile Software Development at organization with complex internal structures and relationships.
- Presenting complex technical information in a clear and concise manner to directors and non-technical leaders.
- Demonstrated history of ever increasing levels of responsibility and independence.
- Working in a Business Analyst function with an internal customer group.
- Data Mapping results and transformations of ePRO (electronic patient reported outcomes) through multi-staged data pipeline.

**JuiceTank**, Somerset, NJ

Apr 2014 – Nov 2015

**Business and Operations Analyst**

- Reviewed demo pitches from startups in various industries and performed market and due diligence research; Built and analyzed multiple business projections used in determining financial projections and fundability of startups.
- Served on organizing team for Lean Startup Machine NJ weekend event (100 attendees) focused on using lean methodology.
- Researched and prepared market analysis deck and Capabilities Statement to highlight product offerings for newly formed digital marketing agency. Currently used by team as marketing collateral for potential clients.
- Performed requirements analysis, drafted process flows and specifications, and outlined time and cost proposals.
- Project managed 10+ client-facing web projects that required working with an offshore development team, marketing and accounts managers, as well as directly with client.
- Setup WordPress website and weekly content marketing schedule for both company blogs and social media channels.

**99 Robots**, Somerset, NJ

Feb 2015 – Nov 2015

**Digital Marketing Analyst**

- Act as marketing coordinator researching and securing strategic sponsorship and partnership opportunities with development and marketing agencies. Represented the company at trade shows and conferences, and in conceiving and executing smaller events.
- Interface directly with clients to identify requirements and determine time, resource, and cost estimates.
- Serve as editor for large WordPress blog working directly with content producers. Created monthly editorial calendar
- Develop specific pages of websites using HTML and CSS
- Experience working with corporate or small business social media and digital brands.