

Anupam Katkar

contact@anupamkatkar.com ♦ (971) 340 - 7763 ♦ <http://anupamkatkar.com> ♦ <http://linkedin.com/in/katkar>

Summary

Award-winning project manager and scrum master with over 7 years implementing multi-million dollar projects using Scrum and Waterfall. Strong track record of solving challenges for all major business functions, as a project manager, technical lead and business analyst. Highly motivated team player. Trained for PMP and CSM.

Key Skills

Project management, Waterfall model, Scrum, technical writing, risk management, Business Impact Analysis, vendor evaluation, team-building, business planning, web design, copywriting, HTML, SharePoint, InfoPath, Office 365, WordPress, MS Project, Basecamp, Asana, Bugzilla, Piwik, Google Analytics, Ubuntu, Microsoft Office

Experience

Self-Employed

02/2016 – Present

Agile Inbound Marketer

- Used Scrum for web content and email marketing for the TR Profit System. Directly responsible for sales of over **\$300,000** in 6 weeks.
- Used Scrum to manage email marketing campaign for the Tradeonix forex trading system. Achieved sales of over **\$120,000** in only 3 weeks.
- Used Scrum to manage PR under tight deadlines for journalist Will Potter's TED talk, "CMUs: The Secret US Prisons You've Never Heard of Before". Achieved over **1 million views** in one week.

Tata Communications

08/2013 – 01/2016

Scrum Master

- Implemented **asset management** system for managing business assets in real-time. Worked with disparate vendors to procure printers, wireless scanners and develop software to integrate with SAP. Ensured timely delivery of supplies to locations globally. Provided user support and managed product roadmap. Delivered ahead of schedule. Awarded the **Award for Champion Employees** for 2015.
- Migrated two SharePoint intranet portals and the Exchange email to **Office 365 cloud**. Worked with Microsoft and other vendors to plan architecture, design over 100 responsive team sites and migrate business data. Built new systems to replace legacy applications. Wrote user stories, performed testing, supported developers and collaborated with teams to ensure timely delivery.
- Evangelized the adoption of **secure mobile apps** for business. Evaluated vendors and negotiated licenses. Upgraded MDM platform and ensured support from Apple and Microsoft. Designed user-friendly apps for leadership, sales, internal communications, etc. Received **top IT award** for 2015.
- Implemented a new **on-boarding system** for employees, integrating SharePoint resources, SilkRoad RedCarpet and SAP SuccessFactors. Saves time and costs to HR and business teams. Also built a secure **access management** system in SharePoint for on-boarding of contractors.
- Sole IT point of contact for **internal communications**. Implemented an analytics system to track, collect data and analyze user actions on intranet pages, websites, emails and mobile, with real-time reporting. Prepared user stories. Evaluated dozens of products. Designed a system that integrates Piwik, GA, Campaign Monitor, Bananatag, Litmus, Fliplet and custom plugins. Trained user teams.
- Built a "**talent cloud**" to document skills and experience of employees. Allows employees to break organizational silos, and facilitates rapid project implementation in Agile with cross-functional teams. Improves job satisfaction and facilitates business growth by encouraging a "startup culture".
- Took the initiative to design a "**leadership platform**" that allows employees to nominate coworkers for management roles, using measurable attributes. Facilitates internal recruitment and allows upper management to discover new talent within the organization. I designed this system in 2 weeks and had sole responsibility for all activities. Nominated for the **Tata Blue Ribbon award** for my initiative.

Project Manager

- Implemented **two intranet portals** in SharePoint 2010. Designed over 100 team sites. Trained users. Acted as sole point of contact for SharePoint for all teams. Managed upgrade to SharePoint 2013.
- Sole responsibility for **Business Continuity** and **Disaster Recovery** Planning (BCP/DRP) for all India-based IT assets. Performed Business Impact Analysis (BIA) for over 140 teams, 200 software systems and 1,470 network assets. Performance rated as having **“exceeded expectations”**.
- Sole point of contact for the **Legal team**. Implemented a Document Management System for secure storage and archiving. Also implemented **DocuSign** for secure e-signing of all contracts. Integrated DocuSign with existing systems and processes to make it a standard practice and reduce costs.
- Implemented a global training and **certification system**, ensuring compliance for all business functions for employees and contractors. Resulted in significant cost savings. E.g. one of its modules saves over 50,000 pages annually and reduced duration of training exercises from weeks to hours.
- Worked with ADP to implement a **global payroll system**, compliant with laws and policies across 38 countries. System replaces numerous legacy applications, ensuring streamlined payroll process.
- Built a SOX-compliant **change control** system to monitor all software and infrastructure changes.
- Managed a **PR campaign** for the IT organization, using technical and marketing skills. Rebranded the team with a new brand identity, and distributed promotional material to global offices. Started a monthly newsletter. Ensured timely support. Improved CSAT from **56% to 92%** in 6 months.

Internships

- Channel Sales at Tata Communications (2008). Sold GlobalMeet and Cisco Telepresence services.
- One-year internship with Symantec India (2006) as a product developer.

Education

- MBA in Marketing (2009) from the University of Mumbai. First Class with Honors
- Bachelor of Engineering in IT (2006) from the University of Pune. First Class with Honors
- PMP training from a PMI-certified institute (35 hours)
- Certified Scrum Master training (16 hours)
- Graduated high school (2002) with an aggregate score of 95.17% (GPA 4.0, *summa cum laude*)

Certifications

- HubSpot Inbound Marketing
- HubSpot Email Marketing
- HubSpot Content Marketing
- HubSpot Growth-Driven Design
- HubSpot Inbound Sales
- Google Analytics Individual Qualification

Awards and Recognitions

- Award for Champion Employees (2015) for implementing global asset tracking system
- Extra Mile Achiever award (2012) for managing the rebranding campaign for the IT organization
- Delegate at the International Conference on Technology and Innovation in Marketing, 2009
- Delegate at the 4th Asia Marketing Conference, 2008 for my paper on Experiential Marketing
- Winner (1st in India) at the Indian Institute of Management's (IIM-A) annual agribusiness strategy game
- Runner-up (2nd in India) at the Institute of Management Ahmedabad's entrepreneurship event
- Winner (1st in India) at the Indian Institute of Management (IIM-K) World History and Culture quiz
- Silver Medal at the National Computer Science Olympiad, 2002
- Ranked 5th in India at the National Talent Search Examination, 2000