



SABA NOOR

CERTIFIED SCRUM MASTER

A CSM project manager with 13+ years of experience. Well-versed in agile project management, singing agile development and best practices. A motivated and self-paced professional experienced in multi-disciplinary project planning using agile and waterfall project management methodologies. Adept at changing yet holding a track record in conflict management between multi-disciplinary teams, prioritizing long-range project planning, operational management, report writing, presentation and evaluation of growth matrix by feeding glue growth strategies.

+971 54 764 7733

in/saba-noor/

zeenur0@gmail.com

PERSONAL

Birthday : 17 January 1987
Relationship : Single
Nationality : Pakistani
Languages : English, Urdu, Hindi, Pashto
Current Location : Dubai - UAE

TECHNICAL EXPERTISE

- Project lifecycle Management
- Content Planning & Marketing
- Paid Social Media Marketing
- Technical Support & Consultation
- Team & Resource Management
- On-Page SEO & Google Ads, SEM
- Confluence MS Excel, PowerPoint
- QA & Client Coordination
- Project Resource Management
- Project Quality Management

TOOLS & TECHNOLOGIES

Asana Monday.com Sprout Social
Outlook Google Bussines Tool kit
Adobe Photoshop JIRA
Google Business Tool Kit
Word Press Content Management

KEYSKILLS

PMI CMI SDLC User Stories
ATDD Scrum Lean XP
Kanban Creative Copy Writer
Business Writer UX Writer

TECHNICAL CERTIFICATIONS

- Certified Scrum Master
- Google Project Management Specialization
- Google Certified Content Marketer
- Google Certified Social Media Marketer
- Google Certified Campaign Manager
- Google Certified Creative Writing Specialist
- Google Analytics & Ad-words Certification

EXPERIENCE

Trade Tracker LLC

Aug 2019 – Present

PROJECT COORDINATOR

- Collaborating and communicating with stakeholders & dev team to complete project milestones by implementing Ecommerce scrum methodologies.
- Provide visibility into project progress while supporting effective decision-making, approvals, and directions.
- Simultaneously managing multiple clients & stakeholders while working with a global, cross-functional team using agile methodology and organizational development principles.
- Assisting account management teams to identify emerging issues and trending problems & drive them to resolution.
- Accountable to manage WordPress CRM and creative copies for marketing. Partnered with marketing managers and designers to generate innovative marketing campaigns for clients.

ComIT Lab

Mar 2018 – Jul 2019

PROJECT MANAGER

Coached 5 five teams on higher maturity levels by enhancing operational requirements, team collaboration, and Interpersonal communications. The efforts resulted in higher conversion, better client reviews and an improved financial portfolio. Successfully led teams in creating web/mobile user interface development for clients. Overlooked client work and organizational requirements, including recruiting workforce and project planning, and delivering projects while successfully translating business goals, featuring concepts and customer needs into prioritized product requirements. Other tasks were.

- Requirements gathering, creating project plans and scheduling schemes, obtaining and managing resources, defining user stories, managing budget, report writing, and facilitating project execution and closure.
- Facilitated review meetings, product review discussions, decision making, and conflict resolution.
- Ensured user stories were 100% ordered, defined, and ready to be worked on by the team.
- Identified 10+ complex impediments and assisted 5+ teams in identifying paths to deliver their sprint commitments.
- Worked as a collaborative bridge between director and employees for balancing the problem indicators to enhance the production with highly optimized methodologies and staff dedication.

JFreaks

Aug 2016 – Mar 2018

PROJECT MANAGER

Delivered projects by implementing effective team collaboration with improved delivery time by up to 20%. Built solid relationships with +10 clients to ensure quality customer service with lean product life cycle implementation. Gained experience and exposure to HTML, JavaScript, and project management software's. Implemented the tools on long-range project plans while defining the marketing effectiveness of the tool while staying within the project KPIs.

- Ensured 3 project teams lived agile values and principles and followed client-required processes and practices.
- Organized 50+ agile ceremonies such as sprint planning, daily standups, retrospectives, story refinement, and release planning. Tracked and communicated 20+ projects' progress to local and offshore stakeholders and staff.
- Evaluated and analyzed team risks, issues, and activity progress with constant monitoring appraising, the introduction of new models and briefs on a project to optimize the beta versions.
- Collaborated with 4 problem resolution and risk mitigation and mediation of teams as needed.
- Communicated clear expectations, managed team performance, and built high morale among 20+ team members.
- Acted as a change agent by increasing the productivity of 3 teams & freelancers by over 40%.

Dynasty Technology | DIGITAL MARKETING EXPERT

Jul 2015 – Jul 2016

Creative media and advertising team lead with a proven record of successfully delivering SEM and SMM projects on multiple accounts. Result-oriented collaborations with product managers and teams for B2C campaigns, database marketing, and increasing customer experience and client revenue by 60%. Other responsibilities and deliverables include:

- Designing landing pages content and navigating growth strategies considering the core economic indicators.
- Lead technical discussions with teams for creating display advertising, content & mobile applications marketing.
- Took charge of project delivery by disciplining employees and make things happen in the digital agency arena.

PRIOR EXPERIENCE

Creative Head P.R & Office Manager Nurx Creationx || Jan 2009 – Mar 2015

Creative Writer Well versed in creating Web-copies, creative user manuals, business documentation, social media and advertisement copies, marketing content, product descriptions and more.

EDUCATION

MBA – HRM (CTD.) Virtual University of Pakistan, 2017

Bachelors Journalism, University of the Punjab, 2008