

Neha Paleja
Technical Writer & Analyst

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Overview

12 years of experience managing web application development and systems integration projects in the Automotive, Financial Services, Education and Technology industries.

Outstanding Skills include:

- translating complex technical concepts into easy-to-understand documents, diagrams and manuals
- interviewing stakeholders, gathering requirements, facilitating design sessions, and presenting to all levels of an organization
- mapping, simplifying and streamlining complicated processes
- researching, evaluating and recommending optimal technical solutions to meet business objectives
- authoring user guides / manuals and training employees on systems

Experience

nerdwords incorporated 02/10 – Present

Principal

Responsible for developing strategic online solutions for clients including Rubin Postaer & Associates, My Herb Guy, The Healing Goddess, and Entremonde Polycoaters. Projects involved working with stakeholders to gather business and functional requirements, analyzing and streamlining business processes, recommending solutions to meet business objectives and authoring functional specifications.

University of Toyota – BR2010 Department 06/06 – 04/09

Senior Program Manager / Business Analyst

Contracted through Volt Services & Mission Critical Technologies

Primary role with the Business Renovation 2010 Initiative was to a) manage the existing Learning Management & Certification Systems for TMS/TFS/Toyota/Scion/Lexus Dealers (\$1.7M annual budget) and b) design the next-generation platform for organization-wide training.

Implemented enhancements to incumbent CERTPOINT Learning Management System, Maritz Certification System and Toyota's Dealer Mainframe and **created new user training guides**. Improved capabilities of analytics tools to provide more timely, relevant data for business teams. **Interviewed and facilitated joint application design sessions with Corporate Training, IT, Finance and Dealers to gather requirements for the next-generation training system. Documented requirements, mapped processes and feature requests. Evaluated and recommended best training system to meet business needs.**

UCLA Extension, Department of the Arts, Westwood, CA 11/05 – 6/06

Business Manager

Managed largest department at UCLA Extension (4 programs / 14 cost centers, \$7M revenue). Improved department financials, updating processes, and instituted business management best practices. Revamped budgets, centralized purchasing, and implemented analytics for all marketing programs.

Avanade (Joint Venture between Microsoft & Accenture), Denver, CO 9/05 – 11/05

Functional Analyst / Subject Matter Expert (Independent Contractor)

Led transition between Genex and Avanade to complete the CAA Client Tracking System project by **a) authoring measurable business processes, user scenarios, functional requirements, and use cases for the new system and b) guiding CAA clients through design iterations for the system**. Efforts resulted in a custom-designed system that CAA client and Avanade team would implement.

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Experience

Genex, Los Angeles, CA 10/03 – 8/05

Program Manager & Client Partner

Led major client engagements, supervised team of 9 project managers and spearheaded corporate initiatives to improve Project Management & QA departments. Managed Creative Artists Agency Client Tracking System Project and ***gathered comprehensive requirements, documented use cases & functional specifications and finalized technical requirements for custom-developed client-server workflow application.***

Led \$1.5M program for Toyota by establishing consistent processes across engagements and managing program comprised of Toyota Corporate Global Knowledge Center, Scion Experience, Lexus in-dealership kiosks, Lexus Owner's web site, and Product Training applications for sales managers and technicians. Managed \$11.8M program for Honda, Honda Finance, Honda Product Development and Honda's Business-Dealer Network.

Gathered requirements and authored functional spec for Online Service Scheduling project, as well as On-Board Wireless Messaging project. Managed www.ahm-ownerlink.com, www.hondafinancialservices.com, www.powerequipment.com.

Wunderman, Irvine, CA (a WPP Company) 9/00 - 10/03

Senior Producer / Account Supervisor / Digital Strategist

Managed \$2.8m Land Rover account and implemented annual program comprised of Online Inventory/Locate to Order tool, Global & North American web sites, eConfigurator, Dealer Locator, Dealer Product Intranets, New Range Rover/2003 Discovery/Freelander launch sites, Email Campaigns, eNewsletters, and an Online Lead Management Tool.

Open Enterprise Corporation, Woburn, MA 4/98 – 4/99

Co-founder, Director of Client Services

Managed \$2.5M program including Thomson Financial Back Office Billing System, Wilmington Trust Online Banking web site and State Street Bank Foreign Exchange Fund Tracking System projects.

Landor Associates, San Francisco, CA (a WPP Company) 1/96 – 4/98

Consultant, Interactive Branding

Co-founder of \$1.5M-revenue Interactive Branding Practice. Managed projects for Microsoft Picture It!, Blue Cross Blue Shield, Bradesco S. A. Online Banking in Sao Paulo, Brazil and Government of South Australia in Adelaide, Australia.

Young & Rubicam, San Francisco, CA (a WPP Company) 3/94 – 12/95

Assistant Account Executive

Managed annual advertising budget of \$2 million for Lincoln-Mercury Dealers Association of California and Pacific Northwest, including TV, radio, print, online and promotional sponsorships.

Education

University of California, Berkeley 12/93

- Bachelor of Arts degree in Rhetoric
- Bachelor of Arts degree in Architecture
- Concentration in math, sciences, computer science, writing and marketing

Interests

Creative Writing, Cooking, Travel, Yoga, Technology

Notes

U.S. Citizen

Expert level with Microsoft Word, Excel, PowerPoint, Project and Visio and proficient with requirements gathering tools.