Morgan P. DeAngelis

Senior IT Business Analyst · IIBA-certified

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Summary

IIBA-certified IT Business Analyst with 7+ years turning business needs into technical and strategic recommendations for executives and cross-functional teams. Led a Jira automation program that saved approximately $250,000 in three months and designed an AI-powered requirements tool projected to avoid $80K–$120K in annual cost per team. Experience spans the marketing, energy, property, fashion, and food and beverage sectors. Clear verbal and written communicator who bridges technical and business stakeholders.

Core Skills

- **Business analysis:** Requirements elicitation and documentation, user stories and acceptance criteria, process analysis, risk identification, stakeholder facilitation, data-driven storytelling
- **Methodologies:** Agile, Scrum, Kanban, Waterfall
- **Data and programming:** Python, SQL, R, C#, JavaScript, Streamlit, OpenAI API, Bash, Git/GitHub, Anaconda/Jupyter Notebook
- **Analytics and visualization:** Tableau, Power BI, Excel, Jira dashboards
- **Platforms and tools:** Jira/Confluence, Salesforce, Shopify, Unity, MS Office, Google Workspace, Slack
- **Communication:** Translating technical concepts for non-technical audiences; executive and board-level presentations

Professional Experience

Senior IT Business Analyst — Komarva Marketing

Los Angeles, CA · Jun 2025 – Present

- Led design and implementation of an AI-powered requirements analysis tool (Python, OpenAI API, Streamlit), saving 60+ minutes per set of meeting notes and accelerating delivery readiness by up to 40%.
- Standardized requirements outputs (user stories, acceptance criteria, risks) with governed AI prompts and analyst-in-the-loop validation; projected $80K–$120K annual cost avoidance per team.
- Lead delivery of technical projects supporting client marketing programs, acting as the conduit between marketing, IT, and business teams.
- Increased Oca Energy sales by $60K through market research, benchmarking, and historic sales analysis (Excel, SQL, Python), delivering data-driven storytelling sessions that redirected effort to key territories.
- Manage development of a US e-commerce storefront for internationally manufactured luxury goods; built the backend storage instance and analyze performance with SQL.
- Designed and delivered dynamic Jira and Power BI dashboards tracking KPIs, campaign effectiveness, and customer engagement.

IT Business Analyst — ICF International

Los Angeles, CA · Apr 2023 – Jun 2025

- Led design and implementation of custom mobile HVAC technician measurement tools within an energy-consultancy app development team.

- Spearheaded an AI and automation initiative delivering 40+ custom Jira automations across 30 projects division-wide; analytics showed 10–20 minutes saved per request and approximately $250,000 saved over 3 months.
- Completed a full cloud-based system migration ahead of an accelerated 2-month deadline, with results validated by post-migration reports, stakeholder interviews, and surveys.
- Collaborated with and mentored external cross-functional teams on requirements documentation, business process analysis, and system enhancement recommendations.

IT Business Analyst — Cantiq Fashion

Los Angeles, CA · 2021 – 2023

- Designed and implemented a loyalty and referral program that raised repeat purchase rate by 23% within 6 months.
- Integrated Shopify with Salesforce CRM to track nearly 1,500 customers, enabling seamless engagement tracking and AI-powered recommendations.
- Segmented customer behavior through data analysis and tailored a rewards system that boosted retention by 14%.
- Built interactive KPI dashboards that reduced manual tracking and informed campaign optimization; launched multi-channel email and social campaigns.

Junior Technical Business Analyst — Bachcare Holiday Homes

Auckland, New Zealand · 2019 – 2021

- Supported a Scrum-centric development team alongside the Head of Technology, running Scrum ceremonies and owning data and business analytics.
- Led the company's first beta program with 10–20 staff and contractors: 68% fewer post-release incidents, a 4.7/5 ease-of-use rating, and ~$45,000 saved in QA costs.
- Used Salesforce as a backend platform for custom application development, translating business requirements into scalable workflows and automation.
- Self-initiated a review of the cancellation and refund policy during COVID-19 lockdowns; identified legal and reputational exposure and recommended revised terms to the executive team and board.

Education and Certifications

- **BSc, Computer Science and Information Systems (double major)** — University of Auckland, New Zealand
- **IIBA certification** — International Institute of Business Analysis
- **Google Data Analytics Professional Certificate** — Coursera
- **IBM Python for Data Science, AI & Development** — Coursera
- **IBM What is Data Science?** — Coursera

Full list of certifications: morganpdeangelis.com (About page)