### Felicia L. Dicks

##### Certified Project Management Professional, Certified Salesforce Business Analyst

##### Certified Scrum Master and Certified Scrum Product Owner

 Edgewater Park, NJ 08010  609-346-4897  felicia.lenay@gmail.com  [linkedin.com/in/felicia-dicks](https://www.linkedin.com/in/felicia-dicks)

www.felicialenay.tech

##### Professional Summary

Versatile Certified Project Management Professional (PMP), Salesforce Business Analyst, and Certified Scrum Product Owner with extensive experience in financial services, technology, and client success. Proven expertise in developing and implementing enterprise-scale solutions to enhance client satisfaction, streamline operations, and drive organizational growth. With over 20 years of professional experience (of which 8+ years in Agile environments) in sales, financial services, and project management—including recognition as a top-performing Business Banking Consultant at Wells Fargo—I have demonstrated success in leading cross-functional teams and managing CRM implementations, including Salesforce and Microsoft Dynamics. Skilled in defining product strategies, prioritizing backlogs, and aligning technology initiatives with strategic business objectives using Agile and SAFe methodologies. Experienced in requirements gathering, data standardization, and delivering innovative solutions to address complex business challenges.

Core Competencies

| Risk ManagementStakeholder Management | Scrum/KanbanRequirements Gathering | Process ImprovementBudgeting | Conflict ResolutionPresentations/Demos |
| --- | --- | --- | --- |
| User Story Writing and Grooming | User Acceptance Testing | Business Process Mapping | Implementation Strategy |

# Project Management - Product Owner Skill Highlights

* Holistic approach to elicit requirements from C-Suite Stakeholders resulting in accurate scope definition and quicker acceptance of developed features
* Facilitated meetings with stakeholders reviewing scope, and features, requirements resulting in a quicker acceptance of features developed
* Manage stakeholder expectations by fully understanding business value of requirements and establishing Minimum Viable Product delivery agreement
* Conducted Product Backlog Grooming in collaboration with developers and the solutions architect
* Wrote User Stories, and defined Acceptance Criteria for developers gaining praise from Lead Solutions Architect thus establishing best practices for all Product Analyst on the project
* Executed Technical Writing of the Functional Design Document and plans for Risk Management, User Acceptance Testing, and Implementation/Training to be read by developers and C-Suite stakeholders
* Engineered end to end Business Process and architect process map to define new sales process and address changes I designed for cross CRM coordination of the sale between sales representative and sales support representative users
* Presented demonstrations of developed features during Sprint Review meetings with stakeholders in a virtual environment using PowerPoint and Canva slide decks
* Led collaborative discussions with developers to establish a team charter and clearly define the criteria for “definition of done”
* Proficient in the following software: Salesforce (Sales Cloud, Service Cloud, Experience Cloud, Agentforce, Data Cloud), MS Dynamics, Slack, Jira, Rally, MS Office, MS Power Point, MS Excel, MS Visio, MS Sharepoint, MS Teams, MS Project, Lucid Chart, Elements Cloud, Procore

# Professional & Volunteer Experience

**Turnberry Solutions, Inc Philadelphia, PA Sept 2023 – Dec 2023**

**Consultant- Product Analyst**

* Product Analyst for project to migrate the Sales Rep from SFDC to Microsoft Dynamics at Comcast involving coordination between 5 software development teams in a SAFe environment affecting 300 beta users to be rolled out to all small business sales division personnel
* Engineered end to end Business Process and architect process map to define new sales process and address changes I designed for cross CRM coordination of the sale between sales representative and sales support representative users
* Improved the Product Analyst teamwork agreement and processes to ensure clear communication of User Stories and Acceptance Criteria for the development teams in Rally
* Defined User Stories for Microsoft Dynamics and SalesX software development teams for features such as buttons to launch API call outs for integrated systems
* Interviewed and gathered requirements from business stakeholders to further define development requirements and design business processes to be used in the new CRM
* Conduct whiteboard sessions with stakeholders and Solution Architects to engage all project team members in feature development to ensure business requirements were being met

**Image One Industries Bensalem, PA May 2021 – Sept 2023**

**Project Coordinator**

* Assisted Project Manager by defining and drafting scope statements, procurement of subcontractors and construction materials, and contract negotiations.
* Coordinated task and schedules for 10+ projects at once
* Resolve onsite issues promptly to minimize delays
* Improved procurement business process resulting in over $2 million in year-end revenue for 2022
* Bridged communication gaps between the site supervisors and subcontractors, ensuring seamless collaboration and issue resolution
* Documented and addressed impediments, enabling the team to maintain construction momentum
* Introduced and coached Agile Methodologies to improve communication among the Construction Division consisting of daily workflow practices and procedures such as conducting morning Stand-Up meetings, end of day summaries, and end of week retrospective reviews
* Report weekly retrospective of the Construction division weekly efforts to entire staff and stakeholders; the Director of Construction, Vice President of Construction, Director of Finance, and CEO of Image One Industries

**Flight Centre Travel Group Delran, NJ June 2014 - Sept 2020**

**Assistant Team Leader- Marketing Project Coordinator**

* Achieved top honors as the number 1 salesperson the Liberty Travel product, City Breaks, earning an all expense paid trip to our annual global celebration in Singapore
* Lead Project Coordinator of all marketing efforts for the Philadelphia Travel Center and Delran Liberty Travel area of business
* Developed a comprehensive marketing channel communication plan consisting of four methods tailored to effectively reach both existing and prospective clients
* Compiled comprehensive ROI report highlighting key outcomes for marketing projects
* Provided oversight and successfully coached 4 team members awarded and designated as top earners for the company who were promoted and advanced to other high performing business units
* Constructed week-ending sales analysis determining successes, losses, and remedies to be taken to fix the impediments
* Conducted mid-month performance reviews of team members to discuss process and product improvements, eliminate low-performing standards, and advise how to close sales guaranteeing monthly targets were achieved
* Supported the thought of leadership of senior management in all efforts to ensure business success including but not limited to the full travel product lifecycle, achieving monthly sales targets, improving year-over-year earnings, client engagement, acquisition, and retention
* Facilitated conflict resolution within the team by empowering members to address and resolve issues collaboratively

**Wells Fargo Bank Feasterville, PA Feb 2010 - Oct 2013**

**Business Banking Consultant**

* Exemplary Performance: 119% to goal 1st Quarter 2013 and 147% in cross-sell category, 109% to goal 2nd Quarter 2013 and 160% in cross-sell category
* FINRA Licensed Series 6, 63, Life and Health Insurance
* Provided financial needs analysis using a holistic approach to identify impediments keeping personal and business customers from reaching their financial goals; then provided solutions
* Helped tellers find mistakes in their work and rectified the problem for proper settlement at no loss to the bank
* Created cross-functional working partnership with other Wells Fargo divisions to help meet team sales goals
* Trained adults and children in financial literacy and acumen covering topics such as credit repair, investments and finance management
* Redefined duties of banker in order to achieve exemplary sales results

**New York Life Cherry Hill, NJ Dec 2008 – Feb 2010**

**Insurance Agent**

* Life and Health Insurance licensed agent specializing in estate planning and small business needs.
* Provided guidance using a holistic approach to solve gaps in protecting a client’s financial portfolio
* Taught financial literacy classes to adults and children to promote healthy relationships with money management

**Clicked Workforce Training Program Bensalem, PA Aug 2021 – Dec 2024**

**Community Learner - Coach Assistant (Volunteer)**

* Guide teams of 3-10 program participants through a 3-11 week hands on real work scenario learning experience powered by Salesforce. Participants work in an Agile environment to produce deliverables such as eliciting stakeholders, user story writing, user persona defining, functional design documents, business process mapping, UAT planning and test scripts, training and implementation roll-outs
* Elicited requirements from C-Suite stakeholders to define pain points and prioritize features for development
* Wrote User Stories, conducted Grooming practices, and defined Acceptance Criteria for developers
* Executed Technical Writing of the Functional Design Document and plans for Risk Management, User Acceptance Testing, and Implementation/Training to be read by developers and C-Suite stakeholders
* Designed solutions to address the needs to streamline the Sales Process among 12 regions which included
* Created a validation rule for the account number to be standardized across the Org
* Customized Lightning Home, Lead, and Opportunity pages, dynamic reports and dashboards, validation rules for data standardization, Big Deal Alerts, and an approval process
* Defined sales process to solve the need for better visibility of the value of Opportunities in various stages
* Customized Home Page and Dashboard for the Executive VP, weekly subscription to report for Year-to-Date Revenue and Projections for the VP of B2B Revenue
* Product Owner and Project Manager in a team of 5 to utilize the Salesforce Professional Services Methodology (Discover, Define, Design, Deliver, and Deploy) to elicit requirements, needs analysis, and business case definition to scope a solution that meets a client’s business challenge

# Education & Certifications

**Certified Project Management Professional Jan 2025** [**Certification Credentials**](https://www.credly.com/badges/562a4c97-a9dd-47ab-8ba8-3b3b77be0316/public_url)

**Certified Scrum Product Owner April 2024** [**Certification Credentials**](https://bcert.me/sxwetjxlh)

**Salesforce Certified Business Analyst Jan 2024** <https://trailblazer.me/id/feliciadicks>

**Salesforce Certified Administrator Sept 2022** <https://trailblazer.me/id/feliciadicks>

**Certified ScrumMaster - Certificate ID 001151562 January 2021** [**Certification Credentials**](https://bcert.me/bc/html/show-badge.html?b=xnnbdmru)

**Bachelor of Science Marketing - Rutgers University- Camden, NJ January 2006**