**Christa Vermilion**

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**SUMMARY**

Business Analyst with extensive experience in analysis, development, and process optimization. Proficient in both Agile and Waterfall methodologies. Strong communicator and collaborator, skilled in managing multiple projects concurrently while maintaining exceptional attention to detail. Significant experience with client support experience, recognized for service excellence. Demonstrates a strong ability to execute tasks swiftly and accurately in high-pressure, fast-paced environments.

**EXPERIENCE**

AUTONATION, Fort Lauderdale, FL, USA

**Business Analyst, 2016 – 2025**

Leveraged business analysis expertise to drive the successful implementation of high-impact projects, enhance processes, and deliver innovative solutions that improved user experiences and operational efficiency. Key responsibilities included gathering and documenting requirements, collaborating with stakeholders, and facilitating smooth project execution across sales, service, and CRM systems.

* Successfully supported the nationwide rollout of a new Services and Parts UI, enhancing functionality and performance for users across the country.
* Defined business requirements for the migration of 64M+ leads, 345M+ emails, and millions of sales activities to a new CRM system, ensuring seamless transitions.
* Authored detailed API requirements to streamline lead routing from OEMs and other sources to the CRM for sales and service operations.
* Crafted business requirements to harness emerging technologies, including Generative AI, used daily in over 250 stores and three call centers to enable seamless interactions and deliver exceptional service.
* Created detailed API requirements to get data from Avalara AvaTax to post data to Autonation.com for a new product, Mobility Pricing for micro leases.
* Led requirement sessions and defined epics, features, and user stories, resulting in measurable improvements for sales associates, service advisors, and customers.
* Bridged front-end and technical requirements for an ASR Approval Workflow, ensuring seamless execution through detailed project planning.
* Facilitated sprint ceremonies (planning, retrospectives, and demos), optimized backlog management, and prioritized user stories to boost team velocity.
* Developed key artifacts, including business requirements documents, process maps, user stories, and interface designs, to align project goals with organizational objectives.
* Spearheaded a Business Analysis Center of Excellence (BACoE) to standardize documentation templates, user story formats, and onboarding best practices for new business analysts.
* Received the Spot Award for exceptional contributions to the eLeadOne CRM Pilot project.

ULTIMATE SOFTWARE, Weston, FL, USA

**Product Analyst, 2013 – 2016**

Translated complex business requirements into actionable deliverables and functional designs, improving compliance, streamlining processes, and enhancing product functionality through collaboration, agile development, and customer-focused initiatives using SDLC.

* Authored user stories and specifications to implement updates for new tax laws, ensuring compliance in UltiPro and adherence to legal standards.
* Spearheaded the creation and deployment of new UltiPro functionality, such as online W4 Tax Form submissions, simplifying workflows and improving the user experience.
* Led functional design development using Agile methodologies, driving iterative improvements across multiple high-impact projects.
* Partnered with Product Managers and cross-functional teams to define and prioritize functional requirements, aligning project outcomes with business objectives.
* Managed the product backlog to ensure timely delivery of critical features and resource efficiency.
* Facilitated stakeholder workshops to refine functional designs, resulting in user-focused solutions and successful project outcomes.
* Translated high-level business requirements into actionable tasks with measurable success metrics for the development team.
* Created comprehensive training materials and conducted demos to educate internal teams and customers on new functionalities.
* Resolved customer issues by conducting technical research and coordinating cross-functional efforts, delivering effective solutions, and enhancing user satisfaction.

SHERIDAN HEALTCARE, Sunrise, FL, USA

**Sr. Business Analyst (Contractor), 2012 – 2012**

Proven ability to gather and document requirements, foster cross-functional collaboration, and deliver successful system enhancements in the healthcare industry. Adept at leveraging Agile Scrum methodologies, stakeholder engagement, and process optimization that meet business objectives.

* Facilitated stakeholder meetings to capture business, functional, and data requirements, ensuring alignment on project goals and seamless execution.
* Delivered high-quality project documentation, including process flows, use cases, screen mock-ups, and business requirements, to enhance system functionality.
* Collaborated with business and technical teams to refine functional designs, achieving consensus on system features and capabilities.
* Partnered with IT and business teams to address and resolve project issues, ensuring timely delivery and effective resolutions.
* Conducted application demonstrations and training sessions, empowering end-users to maximize system capabilities.
* Defined UAT objectives and coordinated system and integration testing to validate quality and alignment with business needs.
* Maintained consistent communication with stakeholders through clear and detailed progress reports, mitigating risks and ensuring transparency.
* Applied Agile Scrum methodologies to support iterative development, driving continuous improvement across projects.

**Additional experiences**

APLIFI, Pompano Beach, FL, USA

**Business Analyst/Implementation Project Manager, 2011 – 2012**

Developed and maintained detailed business requirements, functional specifications, and test plans to support application changes for life insurance and annuity solutions in the financial services industry. Conducted regression and smoke testing to ensure software quality, authored automation rules using XSL/XPath. Conducted gap analyses for major clients like Raymond James and LPL, ensuring seamless system integrations and enhancements.

JPMORGANCHASE, Columbus, OH, USA

**Business/Application Support Analyst, 2003 – 2011**

Acted as the Business-Aligned Asset Manager (BAAM), bridging IT and business teams to maintain accurate asset inventories and improve cross-functional collaboration. Gathered and documented requirements for inventory management system enhancements, conducted gap analyses, and identified opportunities for data integration and unification. Documented system requirements, advised on business priorities, and led training sessions to enhance user proficiency. Recognized with a Service Star Award for exceptional service and dedication to supporting internal clients and business units.

LEXISNEXIS, Miamisburg, OH, USA

**Software Engineer, 2000 – 2002**

Developed and maintained custom user interfaces using JavaScript, ASP, HTML, and SQL Server for high-profile clients such as Procter & Gamble, FedEx, FBI, Coca-Cola, and others. Created the Functional User Interface (FUI) prototype to support LexisNexis sales efforts.

**EDUCATION**

MIAMI UNIVERSITY, Oxford, OH 45056, USA

**Bachelor of Science, Management Information Systems & Marketing**

**COMPUTER SKILLS**

SQL | HTML | JavaScript |AWS | JIRA | Confluence | Azure Dev Ops | Snagit | Snipping Tool | XML |

Balsamiq | Notepad++ | Microsoft Project | Avalara AvaTax