

Abhinav Konagala

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Education

University of Maryland, Smith School of Business

May 2028

Master of Business Administration | Business Administration & Management, General

Focus: AI and Business Strategy; Entrepreneurship and Innovation

University of Maryland, Baltimore County

December 2018

Bachelor of Science | Management Information Systems

Experience

University of Maryland

College Park, MD

Student Associate, Office of Career Services Technology

August 2026 - Present

- Selected for a two-year appointment supporting technology operations for the Office of Career Services.

Lincoln Financial Group

Remote

Data Analyst

October 2021 - November 2024

Hired directly after two years as an Asta CRS contractor supporting Lincoln Financial Group.

- Translated campaign use cases into data requirements by leading sessions with Marketing Analytics and tracing an undocumented wellness data model across 30+ source tables.
- Structured five curated datasets and built Dataiku prototypes, enabling Marketing Analytics to use wellness data in Salesforce Marketing Cloud campaigns, automated journeys, and dashboards.
- Identified and verified corrections for 20+ mapping, data-type, and field-constraint issues across five files in partnership with engineering, protecting campaign launch timelines.
- Partnered with the Product Owner on priorities, backlog refinement, sprint reviews, quarterly planning, and acceptance criteria; reframed technical updates around stakeholder impact.

Asta CRS, Inc.

Remote

Business Systems Analyst

October 2019 - October 2021

Contractor supporting Lincoln Financial Group.

- Audited reports and underlying data to identify conflicting KPI values and business logic across five annual plan review report types.
- Facilitated requirements with business, relationship management, data governance, and business intelligence stakeholders to define future-state reports, data sources, fields, and business rules.
- Documented data mappings and validation logic supporting the transition from manual report assembly toward on-demand, self-service reporting.

Skills

Technical: SQL · Python · Dataiku · Tableau · Excel · Postman · Salesforce Marketing Cloud · API validation

Business & Product Operations: Requirements Gathering · Data Quality · Data Governance · Stakeholder Management · Process improvement · Backlog Refinement

Certifications

Advanced Certified Scrum Product Owner (A-CSPO) | Scrum Alliance | Expires: February 2027

February 2025

Certified Agile Leadership (CAL-1) | Scrum Alliance | Expires: January 2027

January 2025