

PURVI SHAH

Technical Project Manager | Agile Delivery, QA & Cross-Functional Engineering Teams

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SUMMARY

Technical Project Manager and QA-trained Software Test Engineer with 3+ years of adtech industry experience coordinating product delivery across design, development, and QA teams. Working knowledge of frontend, backend, and API architecture, with hands-on exposure to CI/CD and AWS/Azure fundamentals — enough technical depth to translate business requirements into clear scope and speak the same language as engineering teams. Strong hands-on QA background — flow testing, build validation, defect tracking — with a track record of catching issues before delivery. Actively uses AI tools to speed up tracking, review, and reporting.

CORE SKILLS

- **Project coordination** across content, design, development, and QA teams; project plans, trackers, schedules, and status reporting
- **QA & testing:** flow testing, build-level testing, defect tracking, QA logs, and enforcement of delivery/quality benchmarks
- **Client & stakeholder coordination:** consolidating feedback into actionable tasks, escalation handling, review facilitation
- **Risk Management,** Scope & Change Management, RAID Logs, SOP documentation and adherence
- **Agile, Scrum & Waterfall** methodologies; sprint planning, backlog grooming, resource and schedule management
- **Technical fluency:** working knowledge of frontend, backend & API architecture; CI/CD pipelines; AWS/Azure fundamentals
- **Tools:** Jira, Confluence, Asana, Trello, MS Project, Azure DevOps, GitHub, Power BI, Excel/Google Sheets, SQL
- **AI-assisted workflows:** project tracking, documentation, content/consistency review, and reporting efficiency

EXPERIENCE

Media.net | Software Test Engineer — Project Coordination & QA

Aug 2023 – Present

Coordinated delivery and QA for contextual video and display ad products spanning design, frontend, QA, backend, and ad-serving workstreams.

- Acted as **day-to-day coordination point** across design, frontend, and QA workstreams, tracking inputs, outputs, dependencies, and delivery timelines while staying closely aligned with backend and ad-serving teams — consistently delivering **3 out of every 5 sprints (~60%) on schedule**.
- Owned **QA and testing** as part of the delivery cycle — flow testing and build-level validation before release, maintaining **defect logs** and driving timely closure of issues in line with quality benchmarks.
- **Consolidated feedback** from stakeholders and reviewers into clear, actionable tasks for teams, and ran **internal review meetings** to surface risks, gaps, and corrective actions before deadlines.
- Maintained a running **risk log** and escalated delivery or quality issues promptly and with structure, **cutting delivery delays down to roughly 1 in every 4 sprints**, down from a higher rate before the practice was introduced.
- Hosted **weekly stakeholder update calls** and supported client-facing reviews and walkthroughs, leveraging working knowledge of **frontend, backend, and API architecture** to translate business requirements into clear technical scope and sprint goals.
- Maintained accurate **documentation** for delivery, QA, and reporting; defined/enforced **SOPs**, and built **stakeholder-facing dashboards** (Power BI/Excel) for project health and QA status visibility.
- Proactively introduced **AI-assisted tools** into daily workflows — for tracking, documentation, and consistency/QA checks — **cutting manual effort on roughly 25% of repetitive tasks** and improving turnaround time.

CERTIFICATIONS

- Google Project Management Professional Certificate — 2024
- PMI Fundamentals of Agile Project Management — 2025
- PMI Generative AI Overview for Project Managers — 2025

EDUCATION

Bachelor of Science (B.Sc.) in Information Technology

Kishinchand Chellaram College (HSNC University), Mumbai — 2020 – 2023

LANGUAGES

English, Hindi, Gujarati, Marathi