
FARIHA M. MOHAMMAD, MBA|CSM

Meticulous, energetic **Business Analyst** with more than 10 years of experience driving performance in technical and business settings; history of managing project lifecycle from conception to launch; and ability to blend creative and analytical expertise to offer entrepreneurial insight.

Proficient in Outlook, Word, Excel, Power Point, Share Point, and Archer. Fluent in English, Hindi, and Urdu.

*Data Analysis • Marketing Analysis • Project Management • Marketing Strategy
Information and Cyber Security • Metrics & Reporting • Marketing Collateral • Compliance
Education & Training • Employee Engagement • Training & Education • Risk Management*

CAREER HIGHLIGHTS

Tenet Healthcare (through The Odyssey Group), Plano, Texas

October 2016–May 2017

Information Security Awareness Analyst

- Played key role in executing security awareness objectives for healthcare organization with more than 130,000 employees and numerous subsidiaries.
- Conducted ongoing analysis into completion status of mandatory security awareness training, pulling data from Tenet's learning system and identifying employees not in compliance.
- Created metrics reports on security awareness training completion for more than 100 sites and each region, extracting and analyzing data on all employees.
- Tracked and managed employee training records through internal learning system and issued security training assignments to more than 10,000 employees, including hospital nurses and physicians.
- Managed and monitored national Security Awareness mailbox, following up on any questions or issues reported by distributing alerts to Incident Response team and Security Awareness Manager.
- Created dashboards and analytical reports on wide range of topics, including results of phishing simulation and rate of training compliance by site.
- Conceptualized themes for security awareness events and posters and researched third-party learning platforms to optimize program's effectiveness.

PepsiCo, Plano, Texas

March 2014–December 2014

Security Project Coordinator

- Partnered with project managers to perform security assessments and manage vulnerability testing and scanning protocols.
- Analyzed and reported vulnerabilities in digital ads across all PepsiCo sub-brands, identifying vulnerabilities in real-time and providing reports on demand.
- Drove 83% required employee passing rate by delivering effective security awareness training on web technology, applications, and mobile applications.
- Minimized potential threats and breaches by conducting ongoing staff trainings.
- Monitored security inbox and mailbox for new security requests; provided security status updates to clients; and gathered input from global users to provide network security support for third party companies.

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CAREER HIGHLIGHTS

ANF Fuel Distribution, Frisco, Texas

June 2004–February 2014

Senior Operations Manager

- Supervised cross-functional team consisting of Operations, HR, and Brand Management Personnel; managed and developed 10-person sales team; and led weekly meetings.
- Oversaw the full cycle recruiting and hiring process; enforced company policies and procedures.
- Managed and maintained sufficient inventory for multiple vendors.
- Generated annual sales of \$1.5 million.
- Coordinated and prioritized security concerns of 25,000+ customers.

Centennial Medical Center, Frisco, Texas

January 2008–August 2008

Marketing and Public Relations Intern

- Administered web campaigns; managed content of medical journals and online initiatives; assisted with community health fairs and joint initiative with local high school to promote physical fitness.
- Collected and analyzed historical data trends.
- Generated and presented financial forecast

OsteoMed, Addison, Texas

May 2006–August 2006

Customer Relations Intern

EDUCATION AND CERTIFICATION

Certified SCRUM Master, *SCRUM Alliance*

September 2015

Master of Business Administration,

May 2013

Baylor University, Dallas, Texas

Bachelor of Business Administration, International Business

December 2008

University of Texas at Dallas, Richardson, Texas

PROFESSIONAL AFFILIATIONS

Member, Alpha Phi Omega, UTD Service Fraternity

2006–Present

Member, Muslim Student Association, UTD Multicultural Center

2006–2008

Member, International Women's MBA League

2011–2016

Committee Member of AMPD (American Muslim Professionals)

2013–2016

Volunteer Coordinator, Islamic Art Revival Series

2013–2014