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Summary

Experienced Business Intelligence Analyst with a demonstrated history of working in the information technology and services industry. Skilled in Power BI, Python, and Automation processes to help businesses run efficient processes and increase ROI. Strong entrepreneurship professional with an Associate of Arts and Sciences (AAS) focused in Computer Science and Computer Information Technology from Miami Dade College.

Experience

Senior Product Analyst

Silicon Valley Bank

Jul 2022 - Present (1 year)

Assessed client behavior and evaluated their interaction with new products and web UI changes.

Analyzed data and generated key insights to inform decision-making and improve product performance.

Developed reports evaluating how new and existing products aligned with company's present and future requirements.

Collaborated closely with back-end and front-end departments to enhance product analysis and presentation.

Leveraged external and internal data sources to drive consumer intelligence and gain market insights.

Monitored competitor activities and consumer behavior to identify opportunities and challenges.

Sr Business Data Architect

On Q Financial, LLC

Apr 2020 - Apr 2022 (2 years 1 month)

Translated business requirements into detailed technical specifications, including data streams, integrations, transformations, databases, and data warehouses.

Established data architecture frameworks, standards, and principles, ensuring effective data modeling, metadata management, and security measures.

Designed and documented reference architecture as a blueprint for developing and enhancing data systems.

Mapped data flows within the organization, identifying data generators and consumers, managing data transitions, and ensuring data integrity.

Collaborated with cross-functional departments, stakeholders, partners, and vendors to implement data architecture and specifications.

Monitored and evaluated data system performance, recommending improvements and optimizations as needed.

Business Intelligence Analyst

On Q Financial, LLC

Oct 2019 - Apr 2020 (7 months)

Conducted interviews and performed onsite observations to gather information on issues and areas for enhancement.

Analyzed financial data, including revenue and expenditure reports, and other relevant records to gain insights into the existing situation.

Identified underlying causes of problems and proposed solutions, which involved implementing new systems, procedures, or personnel changes.

Presented findings and recommendations to decision-makers, effectively communicating analysis results and improvement proposals.

Collaborated with managers to ensure the feasibility and effectiveness of proposed changes.

Monitored and evaluated the implementation of recommended improvements, providing support and guidance as needed.

Insight[®] **Business Intelligence Analyst**

Insight

Sep 2017 - Oct 2019 (2 years 2 months)

Developed key metrics to measure organizational performance and track business objectives.

Conducted in-depth data analysis to uncover actionable insights and trends that informed strategic decision-making.

Collaborated closely with senior leadership, department heads, and cross-functional teams to align data-driven initiatives with business strategy.

Presented critical analysis, findings, and recommendations to stakeholders at all levels of the organization.

Influenced high-level decision-making processes by providing data-driven insights and strategic guidance.

Assisted in the implementation and monitoring of data-driven initiatives, ensuring alignment with organizational goals.

Established effective data visualization and reporting methods to facilitate clear communication of insights.

Insight[®] **Adobe SR Partner Champion**

Insight

Nov 2016 - Sep 2017 (11 months)

Engaged in selling activities to achieve overall GP goals, demonstrating strong sales skills and product knowledge.

Worked collaboratively with sales associates, assisting in closing specific business opportunities and providing necessary support.

Maintained an updated sales pipeline, tracking quotes, orders, close ratios, number of calls, open opportunities, etc.

Provided pre-sales technical support to Insight sales executives and customers within the defined category.

Actively promoted the use of bid desk, promotions, trade-in programs, and other sales incentive programs.

Offered frequent feedback to Product Marketing and Purchasing teams to ensure effective programs and tools for customer success.

Coordinated manufacturer lead opportunities for managed account business, optimizing sales potential.

Evangelized assigned products and programs, sharing information and insights in sales team meetings.

Managed and tracked software renewals, maintenance contracts, and warranties specific to assigned product lines.

Adobe Partner Champion

Insight

Nov 2015 - Nov 2016 (1 year 1 month)

Built strong and meaningful connections with a deep understanding of specific verticals and product lines with Sales Representatives. Represented and managed gross profit and revenue goals for the West SMB (small & medium size businesses) and Corporate verticals in a fast-paced environment.

Education



Miami Dade College

Associate of Arts and Sciences (AAS), Computer Science and Computer Information Technology

2010 - 2012

Licenses & Certifications

Introduction to Computer Science - edX

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Analyzing and Visualizing Data with Power BI - edX

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Skills

SAS Enterprise Guide • PostgreSQL • Oracle SQL Developer • Tableau • Tableau Prep • Business Analysis • Microsoft Office • Customer Service • C++ • Microsoft Excel