Beatriz Zaba

IT Consultant

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Professional Summary

Professional with nearly 10 years of specialized experience in IT support and Salesforce consulting, providing services to top-tier companies such as HSBC Private Bank, Nestlé and Medpace. Skilled in computer software troubleshooting, hardware maintenance and customer service. Educational background includes a degree in Business Administration from SENAC and another in Systems Analysis and Development from FATEC. Successfully completed the CISCO IT Essentials course and actively working towards achieving Salesforce Admin and CISCO certifications. Recognized for professionalism, commitment, and achieving results, with a proven track record of collaborating with diverse teams and delivering high-quality support to both internal and external stakeholders.

Education

Associate's Degree in Systems Analysis and Development
Jul, 2014 - Jul, 2017

FATEC - Sao Paulo Technology College

Bachelor's Degree in Business Administration
Jan, 2009 - Dec, 2012

SENAC University Center

Professional Experience

SylonCorp Solutions
Nov, 2016 - Present

IT Support

Responsible to provide technical support and assistance with computer troubleshooting to end-users including software installations, updates, maintaining computer systems, resolving software/hardware issues and hardware replacements for several clients such as Medpace (since May, 2017), Albioma, Höfling & Thomazinho Law Firm, Arla Foods, SPF Investments, PhosAgro/PureFert, ICON Clinical Research, Proudfoot and Geekie. Also responsible for providing IT training, maintaining an accurate IT inventory and conducting regular system audits, implementing security measures to protect sensitive data and prevent unauthorized access. Committed to responding promptly to users inquiries and resolving technical issues, minimizing downtime and maintaining a high level of customer satisfaction.

Excellence
Jul, 2019 - Nov, 2019

Salesforce Consultant

Providing expert guidance and support in implementing new system functionalities and sustaining ongoing Salesforce project improvements for companies such as Agibank (process analysis, development of integration services, creation and parameterization of object templates), Delphi (process analysis, creation and parameterization of reports), Capricornio (parameterization of object templates, creation of VisualForce pages) and Xerpa (process analysis, creation and parameterization of object templates, creation of VisualForce pages). Collaborating with clients to understand their business needs and develop customized Salesforce solutions. Actively participating in project meetings and communicating project status and updates to stakeholders. Responsible for design and implement Salesforce workflows, processes, and automation to improve efficiency and productivity, and providing training to clients, ensuring successful adoption and utilization of Salesforce. Experience with Lightning Components, Data Loader, Developer Console, and Workbench, as well as integrations using validation rules, workflow rules, approval processes, org and user administration, and parameterization of Sales Cloud and Service Cloud modules.

Dentsply Sirona
Feb, 2015 - Jul, 2016

Business Intelligence Analyst

Control, management, administration and optimization of web portals and marketing campaigns using Salesforce and Fielo platforms, as well as CRM support. Conducting business data analysis, providing insights and recommendations. Salesforce implementation across departments, developing and maintaining data models. Creation of management dashboards and control reports, ensuring accurate and timely reporting of key performance indicators. Providing support for Salesforce and external portals users. Assistance in implementing the company's new CRM (Microsoft Dynamics CRM) and identifying and implementing improvements in collaboration with specialized consultancy. Ensuring data integrity and quality through regular data validation and cleansing processes. Implementation of business intelligence systems, enhancing data accessibility and usability.

SylonCorp Solutions
Administrative Consultant

Apr, 2013 - Jan, 2015

Nestlé S.A.
Financial Audit Assistant

Nov, 2011 - Jan, 2013

HSBC Bank Brazil S.A.
Financial Assistant

Jan, 2011 - Aug, 2011

Convergys
Financial Assistant

Aug, 2010 - Nov, 2010

HSBC Bank Brazil S.A. - Private Bank
Private Bank Financial Assistant

Jan, 2010 - Apr, 2010

National Agency of Supplementary Health (ANS)
Administrative Assistant

Sep, 2009 - Dec, 2009

Courses & Training

CISCO IT Essentials
CISCO CIEE Sao Paulo

July 11, 2016 - August 31, 2016

Microsoft Ignite | The Tour
Transamerica Expo Center - Sao Paulo

December 11, 2018 - December 12, 2018

Salesforce World Tour
Sao Paulo/SP

2016 / 2017 / 2018 / 2019

Technological Solutions Journey
FATEC - Sao Paulo Technology College

November 7, 2016 - November 12, 2016

Salesforce Tech Lounge Webinar - Salesforce1
Salesforce

October 26, 2016

Mundo Conectado Conference 2016 (APIs usage and architecture)
IBM Sao Paulo

July 14, 2016

Finance and Audit Training
Nestlé S.A.

Jun, 2012 - Oct, 2012

Banking Training
HSBC Bank S.A.

Jan, 2011 - Jul, 2011

Languages

Portuguese (native speaker); English (advanced - Cultura Inglesa and Yazigi Internexus); Spanish (basic).

International Experience

Travels to United States and Canada.