








## CONTACT

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## EDUCATION

**EAST CAROLINA UNIVERSITY**  
Bachelors of Science | Communications

## TECHNICAL SKILLS

- **Data Analysis & Business Intelligence:** SQL, Snowflake, Java Script, Ager, Power BI, Tableau, Looker, MySQL, MongoDB, Qlik, SSRS, and along with other coding languages.
- **Automation & Process Optimization:** Data Modeling, Data Mining, Process Automation, Workflow Automation
- **Web & Cloud Technologies:** HTML, CSS, React, Node.js, RESTful APIs, GraphQL, AWS, Google Cloud Platform (GCP), Cloud Computing, Visual Studio Code, MS Office Suite.
- **Enterprise Systems & Tools:** CRM, ERP, Jira, Agile, Waterfall, MS Office Suite, Google Sheets, Azure Devops

# JONATHAN ROSERO

## SUMMARY

Detail-oriented Executive Business Analyst with over 10 years of experience optimizing business processes, leveraging data analytics, and leading cross-functional initiatives to drive efficiency and financial performance. The ability to translate complex data and implementing automation strategies. Expert in data mapping and processes to transform raw data into structured insights, streamline system integrations, and enhance automation for improved operational efficiency. Strong leadership skills with experience mentoring teams, collaborating with executives, and working across departments to align technology, finance, and operations with strategic business goals. Skilled in Agile & Waterfall methodologies, SQL, data visualization (Power BI, Tableau, Looker, and other tools), process automation, and AI-driven solutions to enhance decision-making and maximize profitability.

## EXPERIENCE

### EXECUTIVE BUSINESS ANALYST

Branded Group Inc. | Anaheim, California  
**Jan 2017 - Nov 2024**

- Led cross-functional initiatives to define key operational metrics, streamline business processes, data mapping and enhance efficiency.
- Directed accounting operations, procurement strategies, and vendor management to optimize pricing structures and financial performance. Negotiated vendor contracts, resulting in a **2% increase in gross profit margins**.
- Conducted in-depth market and competitive analysis, providing executives with data-driven insights to refine business strategies and improve transparency.
- Maintained stable overhead during a **75% company growth period** by converting manual processes into automated workflows, implementing change management strategies, streamlining financial operations with a small financial with for 6 years, and building internal tools and APIs. While leveraging optimizing resource allocation, statistical methods, data mining techniques and financial planning.
- Successfully recovered over **\$1M in un-billed and outstanding receivables** by implementing a streamlined process within five days, improving through process reorganization, strengthening cash flow.
- Mentored and led a team of analysts while launching a vendor management department that improved service delivery, increased vendor retention, and enhanced satisfaction scores.
- Developed and maintained interactive dashboards in Power BI and Tableau, providing executives with real-time data visualization to support strategic decision-making.
- Partnered with IT to implement enterprise-wide CRM and ERP systems, ensuring seamless integration, data integrity, and improved reporting efficiency.
- Led the development and management of BetterBI, an in-house business intelligence tool, optimizing data analysis, reporting, and decision-making capabilities across the organization.
- Streamlined data workflows to reduce reporting turnaround time **from five days to real-time insights**, transitioning from Google Sheets to BetterBI. This transformation significantly enhanced business responsiveness and decision-making efficiency.
- Automated manual reporting processes, improving data accuracy and minimizing errors in financial and operational reporting.
- Collaborated with an international development team across Europe and Asia to create software that enhanced reporting capabilities and data efficiency, **resulting in \$250,000 in cost savings**.



## SKILLS

- Financial & Data Modeling
- Exploratory Data Analysis (EDA)
- Predictive Analytics & Forecasting
- API Integration & Data Governance
- Team Leadership & Mentorship
- Change Management & Process Adoption
- Business Process Optimization
- Financial & Data Modeling
- Software Development
- KPI Development & Reporting
- Cost Reduction & Revenue Growth Strategies

## ADDITIONAL EXPERIENCE

### Key Achievements

- Designed and implemented an AI-integrated web application, replacing a legacy work order system, increasing efficiency, and significantly enhancing team productivity through workflow automation.
- Developed user stories and process flows utilizing various tools from Jira, Figma, Confluence and many more.
- Led the development and management of BetterBI, an internal business intelligence tool reducing efficiency from 12-14 days to 2 days.
- Led process automation ad hoc projects that reduced operational costs and significantly improved efficiency across multiple departments.

### BUSINESS ANALYST

FrontStreet Facility Solutions Inc. | Bohemia, New York

**Aug 2014-Dec 2016**

- Led business process evaluations, identifying inefficiencies and implementing automation to drive operational excellence.
- Developed advanced data models and dashboards using SQL, Power BI, and Tableau, providing leadership with actionable insights.
- Directed cross-functional financial optimization initiatives, achieving cost reductions, revenue growth, and improved cash flow management.
- Guided enterprise-wide technology implementations, collaborating with IT to streamline workflows and enhance system integration.
- Influenced key stakeholders by translating complex business challenges into strategic, data-driven solutions.
- Earned three promotions in two years and received Rookie of the Year recognition, setting new leadership and performance benchmarks.
- Optimized department-specific performance metrics, focusing on lifecycle improvements, net retention, and billing.
- Conducted financial analysis and KPI reporting, supporting initiatives like reorganization, consolidation, and cost-reduction strategies.

## CERTIFICATIONS

- **Massachusetts Institute of Technology (MIT), Cambridge, MA**
  - **Certificate in Full Stack Development (MERN)** – *Building scalable web applications using MongoDB, Express.js, React, and Node.js.*
  - **Certificate in Low-Code Machine Learning & Artificial Intelligence** – *Applied AI-driven automation and low-code development for business process optimization.*

## VOLUNTEER WORK

- **Habitat for Humanity | Volunteer | 2017-2024**
- *Built homes from the ground up, providing safe and affordable housing for families in need.*
- *Worked alongside teams to execute construction plans, ensuring quality and adherence to safety protocols.*