

Summary

ICT Business Analyst with strong **data analysis** skills (descriptive and predictive). Successfully **implemented** Information Systems (CRM and Application Systems) through **systematic** and **iterative** requirements elicitation, system design, testing, training and change management. Advance knowledge of **business process** management and **improvement**.

Core competencies: Strong analytical and problem-solving skills – System development – Data mining - Process mining - Project management - Customer service – Procurement – Marketing – Finance

Professional Experience

Macquarie University, International Office

July 2016 – Current

ICT Business Analyst and Student Regional Assistant

Student support, descriptive analytics and involved in system implementation projects:

[Sugar CRM Implementation]

Engaged in the deployment, data verification and testing of Sugar CRM system for outbound marketing activities. Liaison with the provider for implementation of new requirements and adjustment of existing ones. System administrator, backlog management, creation of users, roles, views, permissions and reporting. Elaboration of final user documentation and training.

[Machine Learning Project]

Understanding the context and providing suggestions about data pre-processing, data variables and possible models to be used. Model evaluation and comparison (recall-precision), suggestions of applicability and planning for deployment.

[Mobility Students Application Process]

Process re-engineering and database enhancement. Mapping the To-Be process, proposals and analysis of solutions, prototyping and testing in Qualtrics and Smartsheet. Development and maintenance of partner websites in Squiz Matrix CMS and Mobility Application form in Qualtrics. Elaboration of final user documentation for different software solutions.

Achievements:

- ✓ Business process improvement, increasing collaboration and continuous assessment, by evaluating, prototyping and testing Smartsheet as a solution. Migration, testing and user support.
- ✓ Reduction of approximately 90% of duplications in students' applications by improving Qualtrics application form.
- ✓ Integration between Studylink and Sugar CRM through an iterative process, proposal of solutions, conflict resolution and data integrity analysis.
- ✓ Report automation and increase visibility of operations performance.

Latino Australia Education Sydney

April 2016 – June 2016

ICT Business Analyst Consultant

Assessment and adjustment of current counselling process to improve customer service and follow-up. Data analysis and presentation of results for decision-making. Elaboration and implementation of solutions to support counsellors in their daily operations impacting in sales. Development of marketing material, commercial videos and blog entries. Provide training, technical and user support for Sugar CRM system.

Achievements:

- ✓ Creation of Visa Risk Assessment tool, Visa Guide and Student Contract to support counsellors in visa applications.
- ✓ Sugar CRM expert user and responsible for liaison with Central IT department for implementation of user requirements.
- ✓ Implementation of follow up reporting.

Business Development Experience

Latino Australia Education Mexico

March 2010 – July 2015

Office Manager

Achievements:

- ✓ Market and financial assessment for the opening of 2 additional branches in Mexico Centre Zone (2010 and 2011) to increase the organisation presence and improve customer service.
- ✓ Reached break-even point in 2012, growth of 20% in sales in 2014 and 3% in 2015 (half-year results).
- ✓ Analysing and implementing new Taxation and Sales strategies to add value and competitive advantage of the offices and Centre Zone.
- ✓ Australia Qualified Education Agent Certificate (F229) in 2010 and New Zealand in 2014.

Procurement Experience

Grupo Uribe

September 2006 – February 2010

Corporate Procurement Coordinator

Achievements:

- ✓ Data analysis for development of new saving opportunities and budget analysis for goals setting.
- ✓ Price negotiation to achieve 30% of savings (average) in different categories of products and services.
- ✓ Creation, execution and management of Requests for Proposals and acquisition to guarantee better prices and procurement conditions.
- ✓ Reducing the response and delivery times in 30%.
- ✓ Centralise the supply of new categories of products and services.

Volunteering

Macquarie University, International Office

February 2016 – March 2016

Education

2017 - Macquarie University (Australia)

Master of Information Technology Management

2006 – ESCA IPN (Mexico)

Bachelor in Commercial Relations

2002 – CECYT 12 IPN (Mexico)

Diploma in Administration

Other courses and certifications

2014 – New Zealand Education (Online – NZ)

Qualified Education Agent Certification

2011 – Pier Online (Online – Australia)

Qualified Education Agent Certification

2010 – Escuela Bancaria y Comercial (Mexico)

Course in Basic Finance

2008 – Escuela Bancaria y Comercial (Mexico)

Diploma in International Procurement

Skills

Soft Skills: Proactive, Planned and Organised, Analytic, Team Support, Quick Learner, Customer Service, Trouble Shooting, Systematic thinking and approach to problem-solving.

Language Skills: English: IELTS Overall 7.5 | Spanish: Native | Portuguese: Basic

Technical Skills

Project Management: Plan-based and Agile Methods, MS Project, Atlaz | **System Development:** UML modelling, Powerdesigner, Enterprise Architect, SRS, SDD, and Test Plan | **Business Process Modelling:** BPMN 2.0, Visio, IBM Blueworks | **Data Mining:** Descriptive analytics, Power BI, Directed and Undirected knowledge discovery in R and IBM SPSS Modeler | **Process Mining:** ProM framework | **DBMS:** MySQL and Oracle | **Programming Languages (Basic level):** XML, JSON, HTML, CSS, Bootstrap, JavaScript, SQL, and R | **Android Studio (Basic)** | **CRM:** SugarCRM | **Design and Publishing:** WordPress, SquizMatrix, Photoshop | **Accounting and Finance:** MYOB | **MS Office**

References (contact details upon request)

Marcus Bingemann - International Communications Director – Macquarie University

Joe Giunta - International Contact Centre Manager – Macquarie University