

Summary

ICT Business Analyst focused on facilitating and improving technology implementations. Efficiently delivering business-oriented solutions through requirements elicitation, system design, testing and training. Highly understanding of business processes and actively involved in business process improvement and change management.

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

ICT Business Analyst and Student Regional Assistant Latin America

July 2016 – Current

Sugar CRM Project

Involved 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. Elaboration of proposals for proper integration between Studylink (Application Management System) and Sugar CRM and data integrity assurance. Elaboration of final user documentation and training.

Mobility Students Application Process

Process re-engineering and database enhancement. Mapping the To-Be process, analysis of solutions, proposal, prototyping and testing in Qualtrics and Smartsheet. Recollection of partner institutions data and preparation for the Partner Database. 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:

- ✓ Effective requirements gathering, validation and verification. Including change management for existing requirements.
- ✓ 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 and data integrity analysis.

Latino Australia Education Sydney

Education Agents with a global presence in 16 countries with 46 offices. Helping students with their goals of studying overseas in the most prominent universities in Australia, Canada, USA, UK and English courses all around the world.

ICT Business Analyst Consultant

April 2016 – June 2016

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 pieces, 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.
- ✓ Follow up reporting.
- ✓ Sugar CRM expert user and responsible for liaison with IT department for elicitation of user requirements.

Latino Australia Education Mexico

Office Manager

March 2010 – July 2015

Organisation of financial, marketing and operations plans and their implementation. Produce information and new counselling materials for the daily activities of the offices. Establishment and revision of agreements among Mexican Institutions and Australian Universities through our offices. Contribute with new ideas to the headquarters projects. Full counselling process to interested students.

Achievements:

- ✓ Qualified Education Agent Certificate (F229) in 2010 and New Zealand Education in 2014.
- ✓ Market and financial assessment for the opening of Toluca Office in 2010 and Atizapan Office in 2011 to increase the organisation presence and improve the 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 the Centre Zone.

Consorcio Administrativo y Tecnico SA de CV

Mexican consortium with different divisions: Distribution of Liquefied Gas for home and industry consumption, Automotive Distributors through car dealerships such as Volkswagen, Audi, Mercedes and other enterprises in the food industry.

Corporate Procurement Coordinator

September 2006 – February 2010

Implementation and supervision of the procurement process in all group companies through the Corporate Procurement Manual. Search for new supply sources and negotiation with current suppliers for the improvement of existing conditions like prices, quality and delivery times. Participation in the elaboration of an in-house developed ERP, documenting user requirements.

Achievements:

- ✓ Establishment of reports that allowed recovering granular data for analysis, development of new saving opportunities and budget analysis for goal setting.
- ✓ Centralise the supply of new categories of products and services.
- ✓ Reducing the respond and delivery time in 30%.
- ✓ Creation, execution and management of Requests for Proposals and acquisition to guarantee better prices and procurement conditions.
- ✓ Price negotiation to achieve 30% of savings (average) in different categories of products and services such as Mobile Communication, Land Communication, IT Software and Hardware, Heavy Duty Vehicles.

Volunteering

Macquarie University

Administrative support

February 2016 – March 2016

Support for the implementation of a Scholarship Search Engine tool, creation of standalone web pages through the SquizMatrix Content Management System. Production of research marketing material video. Modelling of As-Is processes.

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 – New Zealand)

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, System Thinking.

Language Skills: Spanish: Native | English: IELTS Overall 7.5 | 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:** 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**