

Summary

Business **Information Systems** professional passionate in supporting organizations to maximize productivity through technology. I have participated in the **successful implementation** of Student Application System and Customer Relationship Management solutions. An advocate of **Business Process Management** as a fundamental discipline for **systems implementations** and **continuous improvement** with advance knowledge in this area. Enthusiastic about data and its advantages with strong skills in **descriptive and predictive data analysis**.

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

Professional Experience

Macquarie University, International Office

July 2016 – Current

ICT Business Analyst and International Student Advisor

Student support, system implementation, and data analytics projects:

[Sugar CRM Implementation]

In charge of Sugar CRM deployment, data verification and testing for outbound marketing activities. Liaison with the provider and stakeholders for new requirements gathering, implementation, and maintenance. System administrator, User Acceptance Testing, and reporting. Elaboration of system documentation and final user documentation including training.

[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.

[Machine Learning Project]

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

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, system maintenance and data integrity analysis.
- ✓ Report automation and user-centric data visualisation to increase performance.

Latino Australia Education Sydney

April 2016 – June 2016

ICT Business Analyst Consultant

Assessment and adjustment of current counseling process to improve customer service and follow-up. Data analysis and presentation of results for decision-making. Elaboration and implementation of solutions to support counselors 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 by 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

People Skills: Self-started, planned and organised, analytic, team support, quick learner and adaptable, customer service, trouble shooting, systematic thinking and approach to problem-solving.

Technical Skills

Agile and plan-based project management

System development and documentation

Business process modeling

Business intelligence

Database management systems

Web development (front-end)

Mobile development (Android)

Design and Content Management Systems

Software

MS Office suite

MS Project

Trello

PowerDesigner

Enterprise Architect

Visio

IBM Blueworks

ProM Framework

R

IBM SPSS Modeler

Power BI

MySQL

Oracle DBMS

Zapier

Android Studio

Git

GitHub

Bitbucket

Sugar CRM

Zoho CRM

WordPress

SquizMatrix

Photoshop

MYOB

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

References (contact details upon request)

Marcus Bingemann - International Communications Director – Macquarie University

Joe Giunta - International Contact Centre Manager – Macquarie University