





MARIALDA CABRAL

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Qualifications Profile

Detail-driven, motivated professional with versatile achievement applying expert analytical skills, software development expertise, and business acumen to deliver outstanding solutions. Committed leader and team player capable of translating complex requirements into workable plans and leading execution of key projects with an organization-wide scope. Advanced proficiency for extracting and manipulating and producing digestible information with visualization tools. Proven aptitude for delivering actionable insights and a clear perspective to support operational needs.

Key Strengths & Technical Skills

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| ➤ <i>Business & Technical Analysis</i> | ➤ <i>Quantitative/Qualitative Analysis</i> | ➤ <i>Customer & User Support</i> |
| ➤ <i>Project Management</i> | ➤ <i>Reporting and Documentation</i> | ➤ <i>eCommerce Systems Experience</i> |
| ➤ <i>Application Development</i> | ➤ <i>Process & Workflow Efficiency</i> | ➤ <i>Fluent in English and Portuguese</i> |
| ➤ <i>Data Visualization Tools</i> | ➤ <i>Cross-Functional Team Leadership</i> | ➤ <i>Python, SQL, Tableau Dashboard</i> |

Professional Experience

Apple Inc. – Austin, TX

Nov 2018 – Present

PARTNER RELATIONS ADVISOR (PERMANENT ROLE)

Provide top-tier program support to developers by thoroughly investigating, identifying, and mediating diverse problems and questions. Apply business knowledge and analytical skills to ensure content of advisor tools and developer services applications are ready and available to the public. Take ownership over individual customer experience to facilitate complete issue resolution.

Select Contributions:

- Exceeded customer expectations through provision of guidance, knowledge, and creative strategies.
- Improved customer experience by adding relevant information to customer verification call flow.
- Gained mastery over troubleshooting methods, utilizing advanced tools while engaging with customers.

BUSINESS ANALYST (8 MONTH CAREER DEVELOPMENT PROGRAM)

Successfully manage wide-ranging priorities and projects in a constantly changing environment. Serve as a key business leader by analyzing the organization's operational health and driving major improvement initiatives. Contribute to delivery of world-class customer experiences while maximizing cost-savings measures. Work alongside engineering teams to analyze resource activities and ensure proper allocation. Investigate business processes to identify gaps and opportunities.

Select Contributions:

- Managed development of a portal that allowed users to request access to multiple applications; directed product owners and developers, defined requirements, and supervised testing and implementation.
- Improved procurement system by identifying points of concern that could lead to inaccurate classification of parts, using Python and SQL to create new methods for labeling greater number of parts correctly.
- Designed innovative Tableau dashboard that conveyed percentages of prices published in a cost system.

TECHNICAL ANALYST (5 MONTH CAREER DEVELOPMENT PROGRAM)

Mastered and adapted new concepts and technologies during a temporary rotation role. Leveraged understanding of best practices for software development and application performance tuning. Produced high quality, scalable solutions within challenging scope and timelines. Participated in design and improvement of on-premise and cloud applications.

Select Contributions:

- Designed Market Basket Analysis project that provides insight about products purchased together online.
- Created data logic to collect and input pertinent data into a table, feeding a dashboard which analyzes tendencies in clickstream data; helped group to better understand the data and how it's stored in database.

DATA SCIENCE OPERATIONS ANALYST (8 MONTH CAREER DEVELOPMENT PROGRAM)

Collaborated seamlessly with data scientists to identify points of concern and recommend more effective alternatives. Utilized data analysis tools like SQL, Python, and Tableau to scrutinize data and uncover meaningful trends.

Select Contributions:

- Automated Block Rate analyses by creating Python script that generates spreadsheet showing variations.
- Modified existing Python scripts in order to safeguard data accuracy and improve overall performance.

Blizzard Entertainment – Austin, TX

Jul 2017 – Nov 2018

CUSTOMER SERVICE REPRESENTATIVE/GAME MASTER

Enhanced user experience by providing technical support for a variety of hardware and software problems. Monitored game server to solve problems, disputes, and take corrective action against users who violated Terms of Use.

Select Contributions:

- Commended for providing timely identification, troubleshooting, education, and resolution of issues.
- Demonstrated excellent flexibility when managing customer communication over multiple channels.
- Leveraged in-depth, current knowledge of Blizzard Entertainment's products, software, and policies.

Manage My Vessel – Hallandale, FL

Oct 2014 – Jul 2016

BUSINESS ANALYST

Supported user base of a cloud/web-based software that operates a fleet of yachts, work boats, commercial ships, and other vessels. Participated in the design, testing, deployment, and communication of innovative business solutions. Engaged regularly with internal and external stakeholders to conduct research, gather insight, and discuss conclusions.

Select Contributions:

- Increased profitability by analyzing, defining, and documenting customer's purchase flow.
- Presented effective enhancements to the software based on detailed analysis of customer needs.
- Created, launched, and managed a comprehensive online help system based on user interviews.

Nationwide Laboratory Services – Ford Lauderdale, FL

May 2007 – Jul 2014

SOFTWARE DEVELOPER

Designed new reports through coding, testing, and resolving discrepancies. Met with business analysts to identify appropriate strategy for reporting unusual situations and potential improvements. Interviewed end users to determine business needs in order to provide accurate results.

Select Contributions:

- Created and automated billing routines and specific reports. That included addressing billing receivables discrepancies and doing research to settle disputes and to present arguments that could resolve disagreements.
- Pioneered structural changes in patient's database and modified application to accommodate changes.

Additional Experience

WildCard Systems, Inc. – Sunrise, FL

SOFTWARE DEVELOPER

Education

A.S. in Computer Programming and Applications

BROWARD COLLEGE – COCONUT CREEK, FL