

ALEXA FARAIMO

Influential | Detail-Oriented | Creative Problem Solver | Results-Driven | Strategic

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Accomplished leader with substantial experience working with and influencing executive management, evaluating large datasets to drive business decisions, strategically improving operational processes, cultivating relationships across business functions, and expanding businesses

CORE PROFICIENCIES

- Project & Program Management
- Operations Management
- Change Management & Innovation
- Strategic Planning & Implementation
- Process Improvement & Optimization
- Business Intelligence & Data Analytics
- Budget Creation & Management
- Problem Solver & Decision Maker
- Team Development & Leadership
- Interpersonal & Communication Skills
- Market Research & Analysis
- Content Creation & Development

TECHNICAL SKILLS

Advanced: G Suite, Microsoft Office Suite, Spreadsheet Analysis, TIBCO Spotfire (Data Visualization Tool), Canva, IGraphx (Visual Diagram Tool), Asana; **Proficient:** Visio, SharePoint, Trello, Planview; **Beginner:** Azure DevOps, SQL, SAP, Oracle, Concur, ServiceNow, Power BI

PROFESSIONAL EXPERIENCE

UNKNOWN VENTURES

Austin, TX

Director of Operations, Venture Capital

2020-2022

Unknown Ventures is an Austin-based venture capital studio that provides funding and operational support for pre-seed to Series A start-ups in emerging spaces. Hired as a founding member to build the team, develop and own internal and portfolio operational processes, and standardize company collateral materials, resulting in definitive KPIs to measure company and employee performance

- Yielded actionable performance insight for founders by collaborating with executive leadership and cross-functional teams (communications, human resources, finance) to craft and implement strategic initiatives, including overseeing operational and accounting consulting services for portfolio companies
- Delivered financial operational savings in excess of 70% per month by implementing an Agile Program Management framework and leading process improvement initiatives regarding resource and staff management
- Identified strategic and operational business insights through regular process analysis and gap assessments to improve portfolio company performance, including restructuring business models and adjusting target markets to drive consistent positive cash flow
- Analyzed monthly and quarterly financial reports and drafted investor communications for SPAC with a \$600M valuation
- Selected networking app for a portfolio company and created all content and workflows in coordination with the vendor team

SENDERO CONSULTING

Dallas, TX

Analyst/Associate, Management Consulting

2017- 2020

Sendero Consulting provides large and mid-sized organizations with management consulting services that empower them to improve performance, increase efficiencies, and implement fundamental transformation

Business Analyst, Occidental Petroleum, Oil & Gas Company, Internal Audit Department

- Reduced client audit costs by \$200K annually by defining requirements and building reusable TIBCO Spotfire data analytical templates
- Wrote custom expressions and created visualizations to perform analysis of 10M+ rows of data to identify overspend and fraud
- Built strategic partnerships with industry stakeholders, resulting in a 14-week project and \$80K in firm revenue
- Streamlined data collection with direct data links to SAP and Oracle, reducing external data by 75% and increasing data integrity
- Trained a client team of 10 to use Spotfire custom templates, write expressions and create visualizations

Project Manager, HealthMarkets, Health Insurance Marketplace, IT Department

- Led and engaged multiple stakeholders (30+) in a 24-week campaign to successfully implement a new payment gateway vendor
- Utilized Agile Methodology to track progress, mitigate risks, and complete website UI and UX changes on time and on-budget
- Designed programs, strategies, and communications to meet the specific needs of the impacted stakeholder groups based on change impact analysis, resulting in a seamless transition to a new system with no material impact on 10K+ customers

Project Manager & Program Coordinator, Oncor Electric Delivery, Utility Company, IT Department

- Managed server migration project plan with a \$250K budget and a multi-location, cross-functional team of 12 to ensure the migration from physical to virtual servers was completed on time and on-budget
- Utilized Planview to track, report, and project monthly financials and complete annual demand planning for two IT capabilities valued at \$44M total; practiced effective resource management to ensure demand planning and financial projection accuracy

- Facilitated weekly program and project status meetings, creating all presentations and distributing meeting minutes

Training Logistics Communications Lead, Baylor Scott & White Health, Non-Profit Healthcare System, Training Department

- Coordinated all EMR system technical training logistics and change management communication for 10K+ medical professionals
- Created standard response templates in Outlook, Google Forms, and Excel to increase the efficiency of direct communication with medical providers and decreased response time by <75%

PROFESSIONAL PROJECTS

FLOOF CLUB

Austin, TX

Strategy & Product Management Consultant

2022 – Present

Founded in 2022, Floof Club is a vacation assistant start-up providing pet and house-sitting services in Central Texas. Volunteered to improve business strategy, define a product roadmap, and reduce the administrative load for founder through the implementation of online scheduling and client management tools on the current client website

- Conducted market research and competitive analysis to determine target customer persona, resulting in price restructuring and improved marketing tactics aimed at dual-income households without children
- Performed interviews with current and potential customers, gathering feedback and developing a deep understanding of customer needs, resulting in new and improved initiatives for the product roadmap
- Built interactive dashboard for up-to-date KPIs, including profit margin, monthly recurring revenue, and customer retention rate

HONORS & AWARDS

- **Achieved ALP Excellency Award** for the creation of the NC Fine Wines Society strategic marketing campaign
- **Awarded 1st place out of a cohort of 150 for strategic and creative marketing campaign** presented to Cigna senior leadership

EDUCATION

WAKE FOREST UNIVERSITY SCHOOL OF BUSINESS

Winston-Salem, NC

Master of Science in Management

2017

TEXAS A&M UNIVERSITY

College Station, TX

Bachelor of Science in Motor Behavior Kinesiology, Minor in Business Administration

2016

Internship Abroad: Jordan Institute Internship and Living Abroad Program (London, England)

2015