**Cindy Herrera**

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**GitHub Portfolio:** <https://github.com/crash0data/Data-Science-Portfolio>

**LinkedIn Profile:** https://www.linkedin.com/in/cindy-herrera-a8168010a/

Manager of Business Intelligence is responsible for driving analytics and operational execution related to reporting, including dashboard creation and maintenance, analysis, communication and ad-hoc reporting requests. responsible for leading a team of professionals that analyze complex business problems and issues using internal & external data to provide strategic business insight. Performed data validation by developing and executing test plans and supporting user acceptance testing.

**Qualifications Summary**

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| * Project Management | * Data Integrity & Security | * Conflict Management |
| * Technical Analysis | * Call Monitoring Analysis | * Leadership Skills |
| * Scheduling Analysis | * Agent Performance Management | * Strategy Development |

**Technical Knowledge**

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| --- | --- |
| **Technologies:** | Alteryx, Clickfox, Crimson Hexagon, Crystal Reports, SAS, Medallia (NPS analysis), Work Flow Manager, Cognos, NICE, Salesforce, IEX, Aceyus Portal, Verint Impact 360, RStudio, Python, Tableau and Cisco systems. |

**Experience**

**Manager of Business Intelligence – Data Analytics Team,** Chandler AZ 2017 – 2019

* Provide reoccurring operational analysis and reporting to director & senior leadership
* Responsible for developing data storage methodology, and established procedures that enabled real-time reporting
* Analyze financial data to identify the relationship between operations and customer trends
* Responsible for developing BI Strategy and Data Governance for the enterprise
* Identify potential risks when work is not being met and develop a contingency plan
* Provide executive leadership analytical insights, presentations and recommendations for resolutions
* Identify the frequency of depriortization customers on unlimited plans & locations, built interactive tableau dashboards for executives
* Analyze network trends with population growth & environment impacts
* Collaborate cross-functionally with other organizations to analyze current staffing methodology and provide advanced alternative analytics
* Collaborate with learning and development organization, in developing analytics on trainings completed by employees and monetize/tie value to them
* Mentor direct reports on operation process, analysis and communication skills
* Lead projects to ensure deliverables are met within schedule, budget and quality goals. Ensure customer requirements are identified and delivered.
* Create and analyze testing of network outage alerts process success rate, opt-in/out, etc.
* Maintain vendor relationships
* Provide advanced call routing analytics, reduce Technical Support transfer rate by 2%, identified IVR speech tuning errors, call type and scheduling imbalance valued savings of $2M
* Analyzed marketing and retailer performance to improve customer experience
* Analyzed social network platforms, customer negative sentiments on products/services, provide benchmarking and recommendations for solutions
* Founded the (only) Data Analytics Mentorship program in the company of 25 analysts’ people, 60% of the participant's career progressed to a consultant or senior analyst roles.
* Provide R&D analytics for new technology products using A/B testing plans for new projects and products
* Experience in managing onsite and virtually with employees across the country

**Consultant – Operations Technical PMO & Analytics**, Chandler AZ 2014 – 2017

* Provide reoccurring operational analysis and reporting to director & senior leadership quarterly reviews
* Mentor employees on operation process, analysis and communication skills
* Translate Business questions into technical requirements for data models & build a trial model analysis for the senior leadership team
* Ensure the team is using standards and quality of data sources are accurate before work is submitted to stakeholders.
* Lead projects to ensure deliverables are met within schedule, budget and quality goals. Ensure customer requirements are identified and delivered.
* Identify business gaps by researching and using business analytics
* Implementing new business processes to reduce AHT & SL goals, plus provide $500K cost savings for year-end goals & improve customer experience
* Analyzed NPS trends, identify areas of weakness by journey map pain points, benchmark & implement new training program for leadership to improve technical knowledge acumen to improve customer & employee relationships.
* Analyze call routing structure and business strategy direction, implemented three successful changes to the structure and provided a reduction in 15 seconds in average handle time (AHT).
* Provide R&D analytics for new technology products Create A/B testing plans for new projects and products
* Create executive reporting for technical advisory group organization
* Assist learning and development organization in developing reporting
* Develop speech analytics reporting
* Research and analyze areas of interest to the company which will allow the company to gain a competitive advantage.
* Experience in working virtually with a team spread across the country, self-starter and proactively going over and beyond
* Attend educational, and software & marketing events, seeking emerging technology for the senior leadership team

**Tech Analyst – Precision Analytics & Programming**, Chandler AZ 2011 – 2014

* In-depth analysis using ClickFox (journey mapping tool) and Speech Analytics (Verint) to identify technology trends and opportunities to provide efficiency enhancements in IVR and overall call routing.
* Yearly savings accomplishments of $1M using analytics
* Identified business inefficiencies, provide recommendations to resolve operational and system issues to maintain the company's industry-leading status.
* Responsible for pre- and post-implementation tracking for IVR and online self-serve applications.
* Proactively identify and document issues that impact critical project deliverables.
* Created data governance and project tracking process
* Develop recommendations to drive IVR retention and call-in rate reduction, successfully improved shipping, payment, and data allowance tracking.
* Expert in analyzing the different areas of predictive shipping, international roaming, debit card, suspends service request, password setup, website analytics, and price plan changes, and more.
* Create and present Deep Dive analysis: identify the pros/cons of customer experience in IVR, customer service, retail, network, web and mobile analytics. Provide cross journey analytics to reduce the number of touchpoints for resolution.

**Analyst –** **National Command Center Resource Management,** Chandler AZ2006 – 2011

* Assisted with creation of the National Command Center
* Built call center routing views, reporting and tracking for call volumes and staffing
* Proficient with IEX to track average handle time (AHT), service level (SL), occupancy, forecasted volume, and staffing to stay ahead of any unexpected daily impacts.
* Provide Cisco portal analytics and reporting for deeper insights, analyze an agent group or application level for AHT, volume and SL imbalances.
* Analyzed previous & current performance to determine staffing over/under half hours to recommend scheduling and staff planning adjustments.
* Analyze daily/weekly/monthly performance reports, IEX scheduling and combined forecasted volumes to ensure priority training is completed by the target deadline.
* Monitored Cisco's views to ensure calls and staffing were balanced properly; reported call routing/Cisco issues to the HQ RMO Routing team & followed up on results.
* Ensure service level was met daily
* Provide pre/post analytics on outages, plus provide an updated forecasted analysis for call volume shift and staffing need to cover the following days repeat calls

**Education**

**Data Science minor in Business Analytics MS** March 2017 **–** Present

Bellevue University, Bellevue, Nebraska (Graduating February 2020)

**Pre-Leader Development Program** April - October 2016

Verizon Wireless

**SQL Level 1 / Fundamentals of Querying** November 2015

Executive Training Solutions

**Bachelor of Science, Informatics (IT) studies**  Graduated August 2015

Western International University, Phoenix, Arizona

**MS Excel Level 2 Formula, Functions & Pivot Tables**  July 2009

**Developing and Maintaining SharePoint**  August 2009

Executive Training Solutions

**General Studies**

Phoenix Community College, Phoenix, Arizona 1997 – 1999

Glendale Community College, Glendale, Arizona 1997 – 2009