DANA MENA

BUSINESS ANALYST

Spain | +34 685 336988 | danamena@gmail.com | linkedin.com/danamena

EXPERIENCE SUMMARY

System & Business Analyst bridging technical and business domains.
Skilled in: Business Analysis, Requirements Gathering, Process Optimization, Stakeholder Management, Process Mapping, Data Analysis, Change Management, User Acceptance Testing (UAT), Leading Cross-Functional Teams, and Document Management.
Technologies: Scrum (Certified PSPO I), Jira & Confluence, TFS (Azure), SQL Server, Visio, MS Dynamics CRM, Wireframing & UI/UX Prototyping & Designing Tools.
Industries: Automotive, Manufacturing, Finance, Business Services, Customer Service, Education.
Languages: Spanish (Native), English (C1), Portuguese (B1)

WORK HISTORY

Senior Business Analyst, Alphawise, Remote, CAN   **Jan 2024 – Jun 2024**
- Conducted market segmentation and analysis to identify potential customer segments, building networking profiles and fostering connections to support business expansion.
- Managed documentation, including BRD, uses cases and presentation materials for digital marketing platforms.
- Created AI tutorials that boosted user engagement and doubled social media followers in one semester.

Business Assistant, PADI, ARG & MEX   **Jun 2019 – Oct 2023**
- Acted as a Business Analyst leading the creation of a new Webpage with system integrations, streamlining the booking process and decreasing manual bookings by 50% in 1 year.
- Gathered, analyzed, and prioritized stakeholder requirements for system enhancements.
- Led social media and webpage management, boosting online visibility and increasing customer inquiries.

Senior Business System Analyst, General Motors, Rosario, ARG   **Jan 2017 – Jan 2019**
- Led business process optimization for a custom Java/Angular solution on GM cloud, supporting future vehicle cost management processes, with an expected $100M in savings over 10 years and 80%+ reduction in manual processes.
- Facilitated working sessions with cross-functional teams (Dev, Ops, QA, BA) to track milestones, manage documentation, and ensure clear communication.
- Created and led user acceptance testing (UAT) validating that the final deliverables aligned with business needs.
- Provided change management support, ensuring smooth adoption of new systems and processes.

Business Analyst & Developer, General Motors, Rosario, ARG   **Feb 2013 – Dec 2016**
- Led requirements gathering and technical documentation for a major migration of 16 GM applications from SharePoint 2010 to 2013.
- Conducted stakeholder workshops to define business needs and system improvements.
- Developed new solutions using MVC5, improving business process efficiency and automation.

EDUCATION

University System Analyst, National Technological University (UTN), Rosario, ARG - 2010

ADDITIONAL EXPERIENCE

Volunteer Content Creator, Mermelada Tech, Remote, SPAIN   **2024 – Present**
- Authored articles and guides to empower women in tech, fostering career growth and skill development.

Certifications: Professional Scrum Product Owner I, Scrum.org - 2023

Awards: Excellence in IT, by General Motors CIO for delivering exceptional business results and innovative solutions. - 2018