Dear Hiring Manager,

I am enthusiastic about sending my resume to you regarding the Project Manager position for Cognizant. I would be eager to join one of the world’s leading professional services companies, which is transforming clients' business, operations, and technology models for the digital era. I would love to help Cognizant’s clients envision, build, and run more innovative and efficient businesses.

I believe that I have the right combination of soft and technical skills to stand out in this position and become an asset to the company quickly. Due to my fourteen years of experience and education, I developed planning, execution, problem-solving, and analytical skills combined with great business judgment. Also, I built a deep understanding of economics, finance, and statistics to bring remarkable business value. I have vast experience in managing projects successfully and leading teams formally and informally. Besides, my detailed and consistent analyses help to solve complex problems that answer business strategy questions with speed and accuracy. Moreover, I excel in preparing memorable presentations with complex analyses for technical and non-technical audiences.

I am an empathetic leader with strong communication skills, always willing to contribute and help others. I am confident that my professional experience and education have prepared me well to contribute quickly to the team and learn from you.

You will find my resume below to give you further validation of my qualifications, achievements, and suitability for the position. I would appreciate the opportunity to discuss my application more thoroughly in an interview. I would like to highlight that I am a Canadian permanent resident, and I am eligible to work in Canada without any restrictions. Thank you very much for your time and attention.

I look forward to hearing from you.

Sincerely,

Gisela Sanchez

**GISELA SOLEDAD**

**SANCHEZ**

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**SUMMARY**

Data-driven, customer and goal-oriented MBA professional with more than 14 years of international experience leading projects in the telecommunication, finance and payment industry. My professional goal is to continue developing my career in a tech company where I can contribute to business growth while reaching my full potential.

**SKILLS**

* Self-motivation and autonomy. Also, goal and detail-oriented with an analytical mindset.
* Excel in diagnosing problems and developing data-driven recommendations to senior managers.
* Problem-solving skills, effective business judgment, and strong communication skills.
* Great time management and organizational skills, which let me meet tight deadlines. I can balance speed and accuracy for my deliverables.
* Strong risk and issues management with experience in escalation management
* Intellectually curious and driven person who thrives on solving complex problems that answer business strategy questions.
* Proficiency in analytics and visualization tools: SQL, Excel, Access, Python, Pandas, NumPy, Jupyter Notebook, Tableau, Power BI, and Data Studio.

**PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS**

**Growth Marketing Manager 03/2020 – 12/2021**

**Supervielle Bank, Buenos Aires, Argentina**

* Launched the e-wallet and wireless credit and debit card reader for SMEs to help them to take payments quickly and securely. Defined the MVP and product roadmap to prioritize the software factory supplier to meet customer expectations in a highly competitive media payment industry.
* Prepared and pitched the business case that supports the new fintech with the C level. Attended follow-up board meetings each quarter to check the financial and business development status with outstanding storytelling. Proved skills in financial analysis, modelling, and presentations.
* Defined and approved the communication media plan to gain brand awareness for 2020 and 2021. Budget $100K per year plus $30K in marketing performance, acquired 2,700 monthly active users with an NPS (net promoter score) of 40 percent.
* Experience in P&L management

**Business Intelligence Analyst 11/2019 – 03/2020   
Jam City, Buenos Aires, Argentina**

* Analyzed, designed and coded 10 dashboards in Tableau and ad-hoc analysis to support marketing decisions for JamCity studios located in Germany and US.

**Commercial BI Manager 04/2019 – 11/2019**

**ViacomCBS, Buenos Aires, Argentina**

* Measured Viacom properties’ performance, identifying insights for commercial areas in Latin America.
* Set four week-updated dashboards that show metrics such as audience by target, time on-air, and investment of each advertiser/customer. For example, Unilever and Procter & Gamble, among others, advertise during the commercial breaks of free-to-air TELEFE (Viacom CBS) properties.

**SME Marketing Manager 02/2016 – 04/2019**

**Supervielle Bank, Buenos Aires, Argentina**

* Designed and implemented the customer service protocols for all 190 bank branches, increasing the NPS from 25 to 35 in the customer segment. It assured a better banking experience.
* Worked closely with the business intelligence team to launch more effective segmented marketing campaigns that increased cross-selling by 50% over six months.
* Performed deep-dive analysis to find the causes behind variances of key parameters over a given time. Implemented the NPS indicator in the area and improved its indicator from 20% to 25% YoY by identifying that many customers did not know who their sales assistant was, so I set up an email marketing campaign to raise awareness, with great results.

**Big Data and Business Intelligence Marketing Manager 01/2009 – 02/2016**

**Telefonica, Buenos Aires, Argentina**

* Led the project of new data source ETL (extract, transform and load) into the company's data warehouse to perform discovery and find new business opportunities. For instance, I identified antennas with low performance (micro-cuts). After fixing them, it reduced the calls to the service desk by 5% in a quarter.
* Performed data analysis and ran data-mining models that identified the best mobile phone plan for each customer based on his/her behaviour, reducing the churn rate by 10%.
* Designed and coded dashboards to follow the main KPIs for commercial and marketing areas. For instance, acquisitions, churn rate, and plan upgrades by acquisition channel, month, and type of plan.

**EDUCATION**

**Artificial intelligence Diploma**  01/2022 –Present

University of Winnipeg, Manitoba, Canada

**Full-time exchange student (MBA)**  01/2014 – 04/2014

Kellogg School of Management, Northwestern University, Chicago, USA

**MBA (Master’s in Business Administration)** 03/2012 –12/2013

San Andres University, Buenos Aires, Argentina

**Bachelor’s in Business Administration**  03/2002 –07/2008

University of Buenos Aires, Buenos Aires, Argentina