

Jarvis Falia

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PROFESSIONAL SUMMARY

Business Analyst with 4+ years of experience capturing requirements, documenting workflows, and supporting Agile delivery of digital solutions. Adept at UAT, process improvement, and stakeholder communication. Strong technical background in front-end development (React, Vite, WordPress) and SEO analytics enables me to bridge business and technical teams effectively, ensuring scalable, user-centered solutions.

CORE COMPETENCIES

- Business & Data Analysis (Requirements Gathering, User Stories, Stakeholder Communication, Process Documentation) - Agile Workflows (Scrum, Jira, Trello, Confluence, UAT Support) - CMS/CRM Tools (WordPress, Contentful, Salesforce exposure) - Reporting & Analytics (Excel, SEO Audits, Google Analytics, Dashboards) - Front-End Development (React, JavaScript, HTML5, CSS3, Vite) - User Experience & Accessibility Design

PROFESSIONAL EXPERIENCE

Business Analyst & Lead Web Developer

Raine Energy Services | Remote | Mar 2023 – Present

- Gathered and documented stakeholder requirements, producing user stories, process flows, and acceptance criteria.
- Created project roadmaps and release notes, ensuring alignment between technical and non-technical teams.
- Conducted SEO and performance audits, presenting actionable insights that improved lead conversions.
- Supported Agile workflows including sprint planning, backlog prioritization, and UAT.
- Implemented solutions using React and Vite to deliver responsive portals with accessibility compliance.

Business Analyst & IT Intern (CMS Enhancement)

United Federation of Teachers | New York, NY | Jun 2021 – Sep 2021

- Assisted in requirements gathering and documentation for CMS updates and business process improvements.
- Supported reporting workflows by validating data and troubleshooting scripts.
- Coordinated between staff and development teams, clarifying requirements and documenting resolutions.
- Exposed to Salesforce CRM reporting and CMS integration workflows.

Administrative Support & Web Assistant (Process Improvement)

Hunter College | New York, NY | 2021 – Mar 2023

- Analyzed and improved internal student-facing portals by documenting workflows and implementing process improvements.
- Automated document handling to reduce processing time, improving service delivery efficiency.
- Enhanced accessibility compliance and restructured digital forms to align with stakeholder needs.

Front-End Intern (Google Mentorship Program)

Remote | 2020 – 2021

- Developed responsive front-end builds (HTML/CSS/JS) under review from Google engineers.
- Learned scalable design practices, accessibility-first workflows, and component-based development.
- Produced documentation and received guidance on asynchronous coding patterns and usability.

improvements.

EDUCATION

Hunter College, City University of New York
B.A. in Emerging Media (Expected Dec 2025)

TECHNICAL SKILLS

- Languages: JavaScript (ES6+), HTML5, CSS3, Python, C++ (OOP)
- Frameworks: React, Vite, WordPress
- Analytics & Tools: Google Analytics, SEO Optimization, Lighthouse, Excel, Git, Webpack
- BA Tools: Jira, Trello, Documentation (Confluence, Notion)
- Design & UX: Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator)