

# Klaudia Urbanowska

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## ABOUT ME

As a Business Analyst specializing in Google Cloud, I drive sales optimization through insightful analysis and the strategic implementation of AI solutions. My role extends to pre-sales consultancy, where I provide end-to-end client support, from initial needs assessment and solution design to hands-on implementation and facilitating engaging workshops. I also leverage data analysis, reporting, and forecasting to guide business decisions.

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## KEY COMPETENCIES

- Process Modeling in **BPMN** and **UML Diagram Modeling**
  - **Functional and Non-Functional Requirements gathering and documentation**
  - Leading **CRM implementation projects**, encompassing solution design, documentation creation and maintenance, process mapping, and user instruction development
  - **AI Training and Education**: Designing and delivering training programs on AI tools (Google AI Gemini) and applications for diverse audiences
  - **Google Workspace administration**, including user management, security configuration, and seamless integration of its applications
  - Creating reports using **BI Reporting Tools** (Power BI, Looker Studio) and Google Sheets
  - Using **SQL** for querying, managing, and analyzing databases
  - Native **Polish speaker** with proficiency in **English**
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## PROFESSIONAL EXPERIENCE

**FOTC**

**May 2023 - Present**

**Business Analyst | IT Consultant**

- Map and analyze existing business processes to identify inefficiencies and areas for improvement.
- Conduct operational and management reporting, including insights into customer retention metrics.
- Analyze CRM and sales funnel performance, identifying key drivers of customer churn.
- Analyze Customer Journey & Revenue Nurture (CJ&RN) and data quality.
- Identify potential fraud areas and coordinate with IT and CRM teams.
- Oversee system implementations, deliver user training, and provide post-implementation support to ensure effective system use and continuous improvement.
- Contribute to the sales process as a pre-sales consultant, offering insights and technical expertise.
- Participate in AI implementation projects as a trainer, providing training and guidance to users on AI tools and applications.

**FOTC**

**August 2021 - April 2023**

**Customer Success Specialist**

- Build strong, long-lasting relationships with customers and deal with their contract renewals.
- Provide personalised support and guidance to maximise their value and achieve their goals.
- Help customers to take full advantage of functionalities and expand the range of services they use.

**Santander Bank Polska SA**

**January 2019 - Jul 2021**

**Business Account Manager / Account Manager**

- Manage B2B and B2C relationships and selling financial products and services.
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## EDUCATION AND CERTIFICATIONS

**WSB Merito University in Warsaw**

Business Analyst postgraduate studies

**The University of Wroclaw**

Master of Laws

**Cloud Digital Leader**

Google | 12/2022 - 12/2025

**Professional Google Workspace Administrator**

Google | 07/2023 - 07/2025

**Associate Google Workspace Administrator**

Google | 11/2024 - 11/2027