MARTA PINEDA

DETAILS
053-333-7593
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Tel Aviv, Israel

SKILLS
SQL, Python, Redash, Tableau,

GitHub, Mixpanel, Looker

HTLM&CSS, API, React, JS, Jira

PORTFOLIO:
∴ Github Analyst Projects & Coding projects
∴ Personal web Porfolio

COURSES:
∴ Data Analyst at **Triple Ten** (Practicum IL)
∴ Front-end developer, SheCodes.io

LANGUAGES:
Spanish ●●●●●
English ●●●●●
Hebrew ●●●●○

EDUCATION:
∴ **MS Hotel Managment** > ESDEN Business School, Madrid, Spain | 2019
∴ **BA Pedagogy** > University Complutense, Madrid, Spain

PROFILE - *Data Analyst & Product Specialist*

As a passionate data analyst, I thrive on using insights to drive business growth and streamline processes. With hands-on experience in Redash, Tableau, complex SQL queries, Looker, Mixpanel, and more, I excel at extracting valuable information from data.

Experienced in analyzing user feedback and event flows to facilitate informed decision-making for client-facing and product teams Thanks to my customer-facing experience, I've developed a keen understanding of users' feelings and needs. I leverage this knowledge in my data analysis, providing actionable recommendations that truly resonate with our audience.

PROFESSIONAL EXPERIENCE

monday.com, Tel Aviv, IL
Product Analysis & Knowledge Specialist (Mobile domain) | Oct 2021 – July 2023

TL; DR: Experienced Data Analyst proficient in creating interactive Tableau reports and analyzing large datasets using SQL. Proactively providing insights to drive business growth, optimize knowledge, and identify new opportunities. Skilled in investigating operational issues and gaining deep user insights from ticket analysis. Developed learning materials for Customer Support, enhancing understanding of the monday.com mobile app.

∴ Data Analysis
- Experience using data querying languages (e.g. SQL) with intermediate functions such as case logic and joins to query large and complex data sets
- Proactively provide insights that will drive business growth and optimize knowledge, inform strategic changes, and uncover new opportunities.
- Data Visualization: published and maintained customized, interactive reports and dashboards on Tableau for several teams.
- Performed insightful, ad-hoc analysis to investigate ongoing or one-time operational issues
- Analyzed user tickets deeply understand user needs and pain points.

∴ Product Knowledge:
- Gathered insights, trends, common questions, and issues from data analysis to present to the Mobile-Product team and developers, helping them gain a deeper understanding of user perspectives. Maintained close communication with developers regarding reported bugs from users.

∴ Knowledge for Client-facing teams:
- Developed learning and training content for Customer Support agents, covering all aspects related to the monday.com mobile app.

MOOVIT, Tel Aviv, IL
Operations Manager – Spain, Portugal, Serbia | Nov 2019 – 2021

∴ Directed market management in three countries - Spain, Portugal, and Serbia. Utilized large datasets and Excel to gain valuable insights and inform strategic decisions.
∴ Oversaw app translations, localization efforts, user communication, and support using Zendesk. Ensured data validation to maintain high-quality user information.
∴ Proactively tracked and analyzed key performance indicators (KPIs) to enhance CSAT levels, resurrection rates, customer satisfaction, and reduce churn. Utilized data-driven insights and appropriate tools to drive positive outcomes.
∴ Cultivated robust relationships with local user communities, facilitating information dissemination and increasing engagement.
∴ Engaged in project management, where I oversaw B2B client deliverables and provided leadership and direction to project team members. I set clear ETAs for each task to ensure accurate and timely client delivery.