

# Monica Arañez Moulder

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Strategic customer advocate with 12 years of project management experience. Proficient in SQL (MySQL and PostGRES). Excellent storyteller with proven strengths in sales enablement in the finance industry.

Key skills include:

Account Management | Brand Management | Customer Success | Key Accounts  
Sales Operations and Support | Technical Support | Microsoft Office | Freshdesk  
Facebook Platform | Microsoft Outlook | Google Docs | Salesforce | Hubspot  
Customer Satisfaction | Enthusiasm | Data & Business Analytics | Spreadsheets  
MySQL & PostGRES SQL | Problem-Solving | Presentation

## RELEVANT PROJECT MANAGEMENT EXPERIENCE

*Tableau Data Analytics Certificate Candidate- New York University, Remote* 02/2023

- Cleaned, manipulated, visualized, and analyzed raw data using spreadsheet software (i.e. Google Sheets), SQL (i.e. MySQL), and BI data visualization tool (i.e. Tableau).
- Conducted an exploratory data analysis (EDA) to provide key stakeholders with data-based evidence of user success characteristics to make the business case for additional funding.
- Created DDL and DML SQL queries from formal and ad hoc data requests to draw insights and make data-driven recommendations to support company growth.
- Built a Tableau Story with interactive dashboards and dashboard objects to report insights from the comparative analysis completed in Tableau Desktop to technical and non-technical stakeholders.

*University of Nevada, Reno Data Analyst Career Certificate- NC Labs, Remote* 12/2022

- SQL Fundamentals course: 80-hour course on SQL used to create, manage and query RDMS.
- Advanced SQL course: 80-hour course in advanced SQL topics, including conditional expressions, text string operations, sets, relations, and bags, writing subqueries, using advanced joins, and defining and using functions.
- Computational Literacy 1: 40-hour course on algorithmic thinking, computational problem-solving, basic principles of procedural computer programming, and writing programs with counting loops, conditional statements and conditional loops.
- Computational Literacy 2: 40-hour course on procedural computer programming, and writing programs using custom commands, variables, functions, comparison operators, Boolean values and list operations.
- Future courses: Spreadsheet fundamentals, Data Visualization and Analysis with Spreadsheets, Capstone project.

*Strategic Partnerships and Enablement Manager - Entromy, Remote* 03/2021 - 11/2021

- Played a pivotal role in data refinement by extracting employee survey data from the User Interface (UI), performed data audit via Excel ensuring meticulous segmentation for comprehensive data analysis
- Led compelling narratives and impact studies for internal knowledge, showcasing successes as models for other Private Equity firms to demonstrate our value
- Collaborated with the marketing team to document pertinent use cases, such as new CEO transitions, fresh investments, and M&A ventures
- Cultivated a prominent online presence by curating meaningful and insightful content

*Director of Business Development - SS&C (SaaS Company), Remote* 07/2013 - 10/2014

- Led new business development at top 3 fund administrator, SS&C GlobeOp, managing official books and records for private equity and hedge funds
- Enhanced customer retention with proactive check-ins via email, meetings and calls, driving engagement and minimizing churn
- Acted as a Relationship Manager, serving as a key liaison between SS&C GlobeOp's internal team and clients, ensuring project successes within timelines and budgets
- Maintained CRM database with precision, guaranteeing accurate updates and producing regular reports

*Associate Director of Sales, Relationship Manager - Standard & Poor's (S&P) New York, NY CUSIP Global Services (CGS), New York City, New York* 02/2011 - 09/2012

- Managed \$5.5M in annual revenues, overseeing customer relationships, projects and resources, successfully securing \$500K in new business
- Led project and management and negotiations, guiding a team in procuring, contracting and closing licenses deals while interfacing directly with clients
- As a Relationship Manager at S&P, played a key role in safeguarding the company's intellectual property via CUSIP license partnerships with high-profile clients
- Directly responsible for 10 major accounts, ensuring client satisfaction by liaising with various contacts within the firm while effectively managing a total of 70 accounts.

## **OTHER EXPERIENCE**

*Customer Experience Manager and Community Manager (Remote) and Account Manager - Square Baby, Denver, Colorado* 09/2020 - 03/2021

*Customer Support Specialist and Account Manager - Little Spoon, Remote* 11/2017 - 02/2018

*Account Executive, Euromoney Institutional Investor, New York, New York* 06/2010 - 02/2011

*Press Intern - Embassy of France in the USA, Washington, D.C.* 05/2008 - 08/2008

## **EDUCATION**

*Tableau Data Analytics Certificate - New York University, Remote* 2023  
Courses: Business Analytics Fundamentals, SQL for Analytics, Data Visualization with Tableau

*Data Analyst Career Certificate Training Program - University of Nevada, Reno + NC LABS* 2023

*B.A. in Diplomacy & Foreign Affairs - Miami University, Oxford, Ohio* 2009

## **PROJECTS**

*Exploratory Data Analysis using Google Sheets | Airbnb Data*

- Performed an exploratory data analysis on Airbnb data. Discovered patterns, spotted anomalies, framed hypotheses, and checked assumptions in Google Sheets. Wrangled data by cleaning data, using pivot tables, VLOOKUP, and much more. Visualized data and calculated statistics to support exploratory data analysis findings.

*DML and DDL Querying using MySQL Workbench | Meetup Data*

- Assessed the existing infrastructure, applied the appropriate changes to the relational database, and presented insights to business stakeholders. Wrote multiple DDL and DML MySQL queries (20+) ranging in complexity. Wrote reports that summarized insights and created an Entity-Relationship Diagram (ERD) of the updated database.

*Data Storytelling using Tableau Desktop | World Bank Data*

- Created a Tableau story and incorporated interactive dashboards and visualizations that highlighted economic, social, and environmental trends within the United States.