

BUSINESS ANALYST

Pedro Herrera

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Results-oriented Business Analyst, dedicated to leveraging analytical thinking and agile methodologies. Skilled with stakeholder management, collaborating effectively with cross-functional teams to define requirements, analyze data and deliver actionable insights. Successful at implementing process improvements that reduce operational costs and project delivery times.

SKILLS

Agile (Scrum, Kanban), Stakeholder Management, Business Analysis, Problem Solving, Jira, Confluence, Excel (advanced), SQL

LANGUAGES

English. Fluent – C2.

Spanish. Native.

PROFESSIONAL EXPERIENCE

Growing Companies Advisors (GCA), Consulting firm — U.S. (Remote)

Business Analyst

11/2023 – Present

- Defined and tracked KPIs of key modules for Noddok, a SaaS B2B fintech platform for cloud-based accounting solutions, streamlining client workflows and enabling 20x faster documents processing.
- Drove 100% year-one revenue growth by redesigning the billing model, optimizing UX and implementing recurring subscriptions in collaboration with engineering and sales teams.
- Achieved 30% time-on-task reduction by shortening critical user journey and restructuring user interface, grounding product decisions in analyzed user behavior within the platform.

Product Operations Specialist (Internal Operations Platform)

08/2022 - 11/2023

- Increased service adoption by 25% within three months by designing and implementing an automated proposal generator that simplified the quotation workflow and streamlined the sales process.
- Led to a 95% first-contact resolution rate by developing a ticket management module with performance dashboards included, in collaboration with support and engineering teams.

Industrias de Tapas Taime, C.A, Manufacturing company — Caracas, Venezuela

Quality Assurance Analyst

11/2021 - 08/2022

- Mitigated supply chain risks by up to \$250K per month for a manufacturing operation producing food, medicine and beverages caps (\$10MM market), by leading compliance initiatives in collaboration with operations, logistics, and compliance teams.

Loszen, Mobile app development startup — Spain (Remote)

Business Analyst

08/2020 - 11/2021

- Performed in-depth analysis of user feedback and crash analytics for ride-sharing app Compartaxi (released on Google Play/Apple Store) to identify pain points in critical user flows.
- Reduced user-reported errors by 20% within three months by conducting QA testing on high-impact areas, leveraging data findings to optimize user flows.

Industrias QProductos, S.A., Manufacturing company — Santa Cruz de Aragua, Venezuela.

Quality Assurance Analyst

11/2019 - 08/2020

- Reduced 25% of structural defects in a manufacturing operation, preventing monthly losses of up to \$50K, through data-supported process changes informed by production and defect rates analysis to identify root cause of structural issues.

ADDITIONAL INFORMATION

DataPM, GenAI pipeline for job-market intelligence.

- Independent project designing a system that processes job postings to extract required degrees, experience, and skills via a hybrid pipeline (LLM + rules) and returns a normalized dataset, ready for visualization in BI Platforms.

EDUCATION

Diploma in Business Management. Universidad de los Andes. Mérida, Venezuela.

09/2021

B.Sc. Materials Engineering. Universidad Simón Bolívar. Caracas, Venezuela.

07/2019

CERTIFICATIONS AND COURSES

Product Management. International Institute of Business Analysis (IIBA®).

02/2025