

# PRODUCT ANALYST

Pedro Herrera

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Data-driven product analyst adept at integrating data sources (SQL, GA4, Google Tag Manager) to optimize UX. Skilled to define and track KPIs, build insightful dashboards (Tableau, Looker Studio), and communicate actionable recommendations to stakeholders. I have used funnel analysis and A/B testing to develop enhancement strategies for key modules like subscription purchase, billing and document conversion, that translated into 20x more efficient processes and 100% revenue growth for the organization.

## SKILLS

Data Analysis, KPI Definition, Funnel Analysis, Stakeholder Management.

GA4, Google Tag Manager, Tableau, Looker Studio, SQL, Excel.

## LANGUAGES

**English.** Fluent – C2.

**Spanish.** Native.

## PROFESSIONAL EXPERIENCE

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

### Product Analyst

- Led the design and development 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 user interaction data.

### 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.
- Achieved 95% first-contact resolution rate by developing an automated ticket management module in collaboration with support and engineering teams, and by producing comprehensive documentation.

*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)*

### Product Manager

- Spearheaded the end-to-end development and launch of Compartaxi, a ride-sharing platform, from concept to deployment on Google Play and Apple Store, delivering innovative solutions to reduce transportation costs for users.
- Reduced user-reported errors by 20% within three months by conducting rigorous QA testing, analyzing user feedback, and optimizing critical 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 producing water industrial grade tanks, preventing monthly losses of up to \$50K, implementing quality management frameworks and updating technical documentation.

## 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