

DIGITAL ANALYST

Pedro Herrera

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Data-driven analyst with 3-5+ years' experience in web analytics, campaign performance analysis, and dashboard creation using GA4, Tableau, Looker Studio, and SQL, also implementing Google Tag Manager. Proven ability to define KPIs, extract insights from diverse data sources (including marketing platforms and CRMs), and translate findings into actionable recommendations for improved ROI and user acquisition.

SKILLS

Data Analysis, KPI Definition, Funnel Analysis, Stakeholder Management, Business Intelligence, Communication, Problem Solving. SQL. Google Analytics 4, Tableau, Looker Studio, SQL, Google Tag Manager, Excel (advanced)

LANGUAGES

English. Fluent – C2.

Spanish. Native.

PROFESSIONAL EXPERIENCE

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

- Digital Product Analyst** (Noddok SaaS Application) 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, informed by modeled and analyzed customer lifetime value (LTV) and pricing data.
 - 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 using analytics tools.

- 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 sales process, after analyzing workflow inefficiencies.
 - 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 potential losses of up to \$250K for a manufacturing operation (\$10MM market) through insights and recommendations informed by data analysis to identify and quantify compliance risks.

Loszen, Mobile app development startup — Spain (Remote)

- Product Quality & Data 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