# 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

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| 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

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| Product Management. International Institute of Business Analysis (IIBA®). | 02/2025 |