Renato Zamudio Candia

Senior Business Analyst
B.A., A.A., Full Stack Web Dev

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Product Obssesed. Business Strategist. Technologist.

Product Management | Data Analytics | Business Intelligence | Agile | Full Stack | Customer Success |
Startups | Nonprofits | Spanish Fluency | JS | API's | Markup | SQL | Jira | AWS | Office | Linux

PROFESSIONAL EXPERIENCE

Lobby CRE – A Thirty Capital Portfolio Company   **Charlotte, North Carolina**

Senior Business Analyst   February 2020 – Present

Data Management & Analytics Platform for Commercial Real Estate

- Led an engineering team in agile fashion to build out critical data ingestion and data analytics features of our platform
- Wrote user stories and acceptance criteria's software developers, quality assurance engineers, and business analysts
- Worked closely with sales and marketing to effectively position our offerings and derive a go-to-market strategy focusing on early adopters - successfully converting all to paying clients
- Coordinated customer success to smoothly onboard and deliver the product to our clients
- Built processes to enhance efficiency and communication using tools AWS, Jira, Asana, and others which led to shorter sprints and faster releases
- Collaborated with colleagues and clients in 5 continents and 3 time zones daily to groom stories, address blockers, and define business logic
- Delivered product demos for new features to qualified prospects, clients, and internal teams
- Clearly communicated status of product roadmap and roadmap items in my purview to stakeholders

Business Analyst   April 2019 – February 2020

Data Management & Analytics Platform for Commercial Real Estate

- Assisted a group of commercial real estate and technology experts to design, develop, and market the first data management and analytics platform for the industry
- Led a substantial project to build out the data analytics features of our platform, researching business intelligence tools that supported Kubernetes containers and could provide a seamless user experience with our proprietary code
- Designed highly customized dashboards according to stakeholder specifications to distill valuable insights from large data sets

Lyra Intel – A Thirty Capital Portfolio Company   **Charlotte, North Carolina**

National Account Executive   February 2018 – April 2019

Tenant Engagement Platform for Commercial Real Estate

- Managed relationships with over 50 restaurants and retailers to find effective advertising solutions within our neighborhood centric platform and ensure high return on investment.
- Advised the product team with UI, UX, and user engagement improvements to drive a clear vision of our product, brand, and services.

Web.com   **Charlotte, North Carolina**

National Account Executive   September 2017 – February 2018

Web Design, CRM, and Digital Advertising for Real Estate Firms

- Communicated with small businesses to discover their digital challenges and provided solutions in the form of organic online growth, client tracking systems, and paid advertising campaigns
- Analyzed thousands of records to improve data collection methodologies, create an accurate list of real estate professionals, and develop efficient time management techniques

EDUCATION

University of North Carolina at Charlotte   **Charlotte, North Carolina**
Full-Stack Web Development   February 2018
University of North Carolina at Chapel Hill   **Chapel Hill, North Carolina**
Bachelor of Arts – Political Science, Religious Studies   May 2013
Wake Technical Community College   **Charlotte, North Carolina**
Associate of Arts   December 2011