

SONIA DAVILA

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OBJECTIVE

Dedicated business analyst seeks position with growing company to leverage experience in reporting, data analytics, product/project management, and skilled knowledge in software development

PROFESSIONAL EXPERIENCE

Prosearch Strategies | Los Angeles, CA | *Junior Product Manager* 08/2018 – 02/2019

- Collaborate with Software Engineering team to design, and implement application requirements
- Develop goal prioritization for performance using Azure DevOps with agile methodology
- Collect user feedback to curate ideas into product features and push product strategy forward
- Develop and run test cases on multiple versions of company software to ensure product quality
- Define configuration specifications such as user stories, system and user flows to translate business models via Visio MS into operational requirements

AT&T | El Segundo, CA | *Business Analyst* 10/2016 – 08/2018

- Utilize Cognos BI tools to generate monthly financial reports on customer conversion, retention, and subscription rates to enhance customer experience and increase sales
- Manage vendor requests for property management and client portfolio performance via Salesforce CRM
- Perform audits to ensure change requests follow operating procedures and adhere to user and legal requirements
- Evaluate and establish business process flows for IT advancements to automate and modernize systems
- Lead and conduct monthly UAT (user acceptance testing) to monitor deliverables, scope risk or impact and ensure timely completion of projects

Family Hawaii Programs | Honolulu, HI | *Data and Marketing Analyst Intern* 06/2014 – 09/2014

- Administer statistical analysis on youth living conditions and evaluate potential for youth progress
- Conduct weekly summaries using excel pivot tables, and application of quantitative analytical skills towards user behavior research and web analytics
- Teamed with executive board members in efforts to increase family reconciliations

EDUCATION

University of California, Santa Barbara | Santa Barbara, CA Completion Date: 09/2016

Bachelor of Science- Financial Mathematics and Statistics

IDEO U | Los Angeles, CA Completion Date: 09/2018

Certification- Product Management, Insights for Innovation

University of California, Los Angeles | Los Angeles, CA Completion Date: 05/2019

Certification- Full Stack Flex Software Development

ACADEMIC EXPERIENCE

Moogee Calendar

Full Stack Flex Course Project

- Utilize Weather API, and Firebase User Authorization to build a calendar app in Javascript/JQuery language

Application of SAS Base Programming in Financial Data Analysis

SAS Base Programing (Pstat 130) Course Project

- Analyze datasets and modify financial data using SAS code by importing, sorting and restructuring

SKILLS

Languages: Proficient in Spanish, fluent in Italian

Personal: Risk assessment, troubleshooting, budgeting, reporting and technical writing

Technical: HTML5, CSS, Javascript, JQuery, Node, Git, FireBase, Bootstrap, SQL, SAS Base, Salesforce, Visio, Microsoft Suite