

IT MANAGER ♦ BUSINESS ANALYST ♦ INFORMATION SYSTEMS*Process Improvements ♦ Strategic Planning ♦ Business Requirements ♦ Solution Focused*

Motivated IT professional with over 13 years with success in supporting and growing business objectives.

Recognized as a leader with strengths in business processes, continuous improvement processes, building consensus and providing solutions for integral parts of administration. Verifiable track record of managing complex multi-million dollar projects while always delivering on time, under budget and exceeding expectations. Exceptional academic qualifications including my Master of Science in Information Systems. Extremely technical with the ability to translate complex technical jargon into easy to understand terms to ensure client satisfaction. Strong bilingual communication skills, highly adept at facilitating discussions and negotiations with key stakeholders.

SELECTED HIGHLIGHTS

- Comfortable in numerous roles within IT in a program/project management capacity, while leveraging business and systems analysis skills in ensuring technical solution implementation to further maximize business operations.
- Demonstrates sound, independent judgment when performing duties, often working independently and without supervision to resolve complex problems.
- Strong background building and managing internal operations, including business administration, customer service, sales, project manager, web designer, accounting, marketing, and other business procedures.

EDUCATION

Texas A & M International University, Laredo, Texas

Masters of Science in Information Systems

Texas A & M International University, Laredo, Texas

Bachelor of Business Administration

- Major: Management Information Systems
- University Honors Program Member

CORE COMPETENCIES

- | | | |
|--------------------------------|-------------------------------------|------------------------|
| ▪ Information Technology | ▪ Conceptual Development | ▪ Interpersonal Skills |
| ▪ Complex Problem Resolver | ▪ Agile SDLC methodologies | ▪ Strategic Planning |
| ▪ Performance Development | ▪ Multi-Task/Prioritize Effectively | ▪ Restructuring |
| ▪ Bilingual English/Spanish | ▪ Marketing | ▪ Web Presence |
| ▪ Accuracy and Detail Oriented | ▪ Crisis Management | ▪ Cross-collaboration |
| ▪ Process Improvement Analysis | ▪ Project Management | ▪ SCRUM Master |
| ▪ Data Analysis | ▪ Release Management | ▪ User Stories |

PROFESSIONAL EXPERIENCE

Texas Department of Criminal Justice ♦ Austin, Texas ♦ September 2024 - Now

Senior Business Analyst

- Partnered with business leaders, developers, analysts, and vendors to translate complex requirements into clear epics, user stories, and prioritized backlogs, improving delivery alignment and reducing rework.
- Facilitated collaboration between Product Managers, Project Managers, Developers increasing productivity by 30%.
- Managed delivery tracking for large, cross-functional initiatives including enterprise financial systems (CAPPS), centralized Corrections Information Technology System (CITS), and Parole/Public Safety programs, supporting projects impacting statewide operations and mission-critical services.
- Led JIRA administration for enterprise-scale programs supporting finance, human resources, IT operations, and public safety, configuring workflows, permissions, dashboards, and reporting for stakeholders across multiple teams.

Peraton ♦ Austin, Texas ♦ April 2023 - December 2023

Senior Business Analyst/Product Manager

- Developed product strategy & roadmap for computer-aided dispatch software for public safety services in New York worth \$20,000,000 in 2023.
- Led two agile engineering teams with 15+ developers, sustaining all product delivery dates & quality standards.
- Transformed conversion rates by 18% via strategic product enhancements and optimized user experience.
- Boosted engineering velocity by 22% YoY by documenting sprint planning components, including feature requirements, user stories, and acceptance criteria; optimizing project planning, execution, and delivery.
- Assessed JIRA reports, tracking 10+ core KPIs & utilizing data to drive product backlog.
- Conducted market research & competitor analysis to identify new opportunities, creating a 21% revenue growth.
- Examined market dynamics and competitive landscape to define customer needs, translating insights into product requirements, which increased customer satisfaction metrics from 42% to 76%.
- Implemented agile methodologies to improve product development efficiency, reducing time-to-market by 35%.
- Expanded user engagement from 60% to 85% by managing the product backlog, prioritized product features and enhancements, and facilitated product demos and reviews.

Travis County ♦ Austin, Texas ♦ January 2019 – November 2022

IT Manager

- Lead an IT team composed of Systems Analysts, Business Analysts, Project/Program Managers handling multi-million dollar projects within 50+ internal business departments.
- Modernized legacy IT infrastructure, processes, and procedures by maximizing output efficiency while reducing operating and technical debt by 50% or more reduction.
- Provides highly complex technical consulting and support services for defining, developing and improving functional or business processes to meet user and organizational needs.
- Interpret client requests, document client needs and automated procedures and work with users to improve business processes by providing strategic solutions. Perform gap analysis between current processes and the desired state.
- Participates in continuous review and update to ensure that processes meet changing departmental and organizational conditions.

- Design of new programs, processes, projects and software. Conducts highly complex analysis, design, programming, validation, testing and training and maintenance. Oversee application testing and product defect tracking
- Leads teams in identifying, analyzing and developing improvements for management, data, and business processing needs. Oversees advanced complex project work conducted by subordinate and/or peer Information Technology staff, providing expertise and assistance, as required. Solves quality problems by interfacing with all project development members and product-line project activities. Supervises subordinate Information Technology or support staff.
- Evaluates vendor hardware and software for organization. Collaborates with users, researches product information and assesses available products. Leads or participates in development of formal Requests for Proposals (RFPs) or Request for Information (RFIs) to obtain computer systems, hardware and software. Monitors ensuing contracts through implementation to insure vendor performance or delivery of services.
- Produces periodic status and operational reports for high-level management review.
- Conducts training efforts of systems implementation, documentation, instruction and hands on-training for end users.
- Develop policies, operating procedures and protocols.

Conduent ♦ Austin, Texas ♦ October 2018 – December 2018

Senior Business Analyst (WIC)

- Worked on various states WIC program as Senior Business Analyst and collaborated with various states
- Coordinate, conduct, and document requirements gathering sessions with end users, project stakeholders and development team(s).
- Communicate and collaborate with external and internal customers to analyze information needs and functional requirements and deliver the following artifacts as needed: Functional requirements; Business Requirements Documents, Use Cases, GUI, Screen and Interface designs.

Texas Department of Public Safety ♦ Austin, Texas ♦ December 2017 – September 2017

Senior Business Analyst

- Lead project planning including the elicitation of business requirements, process analysis, and the development of business case documentation.
- Coordinate, conduct, and document requirements gathering sessions with end users, project stakeholders and development team(s).
- Serve as a liaison to business units and work collaboratively with executive management, middle management, program management, subject matter experts, end users, and IT implementation teams to develop leading edge technology solutions.
- Communicate and collaborate with external and internal customers to analyze information needs and functional requirements and deliver the following artifacts as needed: Functional requirements; Business Requirements Documents, Use Cases, GUI, Screen and Interface designs.
- Elicit requirements using interviews, document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, business analysis, and workflow analysis.
- Identify and document business processes using process models (swim-lane, activity diagrams) including "as-is" (current state) and "to-be" (future state). Perform FIT-GAP analysis to develop options for gaining process efficiencies.

- Analyze and assist with business requirements and maintenance items to modify existing test cases in order to support the test process through quality assurance, user acceptance, and other functional testing. Ability to interpret and translate appropriate existing test cases into automated tests.
- Develop system requirements and produce functional and technical specifications, including software requirements specifications, business requirements documents, use cases, user stories, data dictionaries, report specifications, and other supplemental documentation using natural language.
- Train and assist team members on business analysis methodologies, test automation tools, processes, and techniques ensuring user training requirements are met.
- Review and analyze IT contracts including RFO, RFP, RFQ, RFI, Statement of Work (SOW), etc.

Hewlett Packard Enterprise ♦ Austin, Texas ♦ September 2016 – October 2017

IT Global Business Analyst/Project Manager/Product Owner/Release Management/Scrum Master

- Analyze as a IT Business Analyst for the Master Data Management system running on Informatica MDM globally over hundreds of application softwares.
- Provide project management efforts for Customer facing projects providing breakdown on sizing estimates, resourcing requirements, timelines, dependency management and define project deliverables.
- Perform global scrum master activities in a scaled Agile environment
- Assists in release management planning, execution, and support of major system go lives. Led a global team of developers, quality assurance testers, and management teams.
- Assists in test quality assurance planning, creation, and execution
- Provides insight on newer technologies to the team and drives new standards for developing in a rapidly changing environment
- Led executive and project manager global project portfolio conferences.
- Formulate and define system scope and objectives based on both user needs and a good understanding of information technology, business processes, and industry requirements.
- Act as a liaison between client and technical solutions/support groups, using advanced communication skills to elicit, document, analyze and validate client requirements.
- Apply extensive knowledge of the client's business and industry to develop requirements specifications.
- Document requirements, and translate into proper system requirements specifications using high-maturity methods, processes and tools.
- Develop visualization, user experience and configuration elements of solution design.
- Execute and coordinate requirements management and change management processes.
- Develop and maintain internal and external relationships to support management of scope and expectations.
- Support the program manager in strategic road map development, program planning, sizing and estimations as well as requirement definitions
- Bridge between IT and business; ability to understand business problems and translate them into IT requirements
- Uncover the underlying business issues that need to be addressed and discover any information related to the project or subject area
- Specify requirements; documentation of requirements in a way that can easily be shared and understood by others

- Validate and verify requirements: ensured requirements map to the business needs being addressed
- Organize, specify and model requirements to ensure they are complete and unambiguous

Texas Department Of Transportation ♦ Austin, Texas ♦ September 2015 - September 2016
Business Analyst

- Analyze business and technical processes and assess a variety of business areas.
- Capture, document and implement functional business requirements.
- Develop conceptual models for redesigning business processes.
- Document functional business requirements and create technical documentation.
- Test, validate, update and enhance existing and future applications.
- Identification and analysis of business processes and analysis of internal and external customer needs.
- Determine business area readiness for change to new business processes and identify appropriate implementation measures.
- Capture and document metrics for business processes and procedures.
- Consult with, coordinate, facilitate and integrate the activities of business specialists, information providers, consultants, vendors, and technical resources.
- Interview employees at all levels and assess informational needs.
- Present to customers and key stake holders in upper management.
- Serve on project teams, committees and workshops; Travel as required.
- Kept informed of the policies, procedures and legislation that may impact various business areas on projects.

Transplace Corporate Oil & Gas ♦ Laredo, Texas ♦ June 2014 - March 2015
Inside Sales Representative

- Successfully match and surpass all goals in Lead Generation, building relationships with clients to exceed quota by 40% in 2014.
- Act in numerous roles in a sales and marketing capacity, leveraging networking and communication skills in opportunity seeking, creating e-mail marketing campaigns and connecting potential customers to the outside sales force.
- Leverage knowledge of tools and resources like Eloqua & Salesforce.com to locate and manage potential and current customers, following up on all leads in a timely manner and warming leads.
- Perform in depth research in lead qualifying to ensure the right fit with customers and build and customize targeted marketing material.
- Create and manage Executive and VP Level Reports.
- Conduct prospecting through multiple channels, including referrals, events, networking, client visits, and more.
- Develop innovative and successful local and international market level initiatives and promotions to build brand development and recognition
- Exceed corporate and personal quotas on a consistent basis, breaking prior records and earning numerous recognition on efforts.

- Leverage consultative sales strengths to identify opportunities, nurture relationships and qualify prospects.

Texas A & M International University ♦ Laredo, Texas ♦ January 2014 - May 2014

Laredo Scene ♦ Laredo, Texas ♦ May 2012 - May 2014

Digital Tech Studios ♦ Laredo, Texas ♦ July 2012- October 2019

Fringe Web Studios ♦ Laredo, Texas ♦ July 2009 - July 2012

Web Designer

- Selected for a prestigious internship with Texas A&M to assist the Office of Information Technology with the daily functions of the Web & Student Information Systems group, leveraging skills in web development to create and manage several pages at once, update content and troubleshoot front-end issues.
- Used sound, independent judgment when performing duties, often working independently and without supervision to resolve complex problems.
- Collaborated on the maintenance and development of web content including graphic design, utilizing skills in creating digital design using programs including the Adobe Creative Suite.
- Update and optimize websites for effective marketing and cross-browsers visibility
- Provide recommendations and web support for migrating websites into new content management systems
- Spearheaded an online campaign which aimed to inform Laredoans about Laredo, Texas, and attract travelers to Laredo.
- Responsible for managing all functions, including web presence, identity, promotion, post production, finalizing the deals, negotiations.
- Created a mobile app for iPhone & Android to compliment the web publication.
- Marketed to build clientele, providing web & graphic design needs from planning to delivery, working with clients to gather requirements and needs.
- Managed internal operations, including business administration, customer service, sales, project manager, web designer, accounting, marketing, and other business procedures.
- Create and manage websites from planning to inception including front end development, architecture, interface design, site structure, navigation, page optimization, marketing and graphics that appeal to user interactions and website goals
- Strategize and execute search engine optimization methods including meta tags, link-building, search engine friendly URLs, submission and indexing that increased traffic by 60%
- Maximize online promotions through the launch of viral marketing campaigns
- Directed all website and social media marketing campaigns, launching successful campaigns
- Developed Online Marketing plans that increased revenues by 40%
- Utilized brand identification to increase client retention and increase revenues
- Created a distinct strategy and guiding principles to increase the efficiency of Marketing and Operations Management
- Developed a detailed view of the niche market and utilized market analysis to increase possible channels of penetration and increase potential revenues
- Portfolio: tinynovaboutique.com, digitaltechstudios.com, laredoscene.com

- Technology Used: Primarily: PHP, mysql, css, javascript (mostly JQuery), Email deliverability, Administration of six servers, PCI-DSS Compliance, Cross-browser compatibility, and Social development (Using the social graph to grow the target market) ; Databases: SQL, Oracle, phpMyAdmin

GlobalGroove London ♦ Laredo, Texas ♦ March 2009 - March 2014

Regional Operations Manager

- Built dynamic leadership abilities managing a team of 32 highly successful members, responsible for all staff development, including recruiting, hiring, performance management, career development, training and compliance management and terminations.
- Worked with a cross-functional team on coordinating events and meetings for both internal and external customers, and performing interviews for new positions.
- Continuously met or exceeded sales quotas while working at a fast paced environment.
- Recognized as a problem solver when unexpected obstacles appear, conducting risk analysis and developing actionable plans to correct issues.
- Coordinate procedures between different departments to successfully meet goals and expectations. Network with business owners, people, and key beneficial people. Promoted worldwide known artists including: Tiësto, Deadmau5, Skrillex, Above & Beyond, Paul Van Dyk, Lil Wayne, and many more achieving awareness.

Hearst Corporation - Local Edge Division ♦ Laredo, Texas ♦ January 2013 - August 2013

Digital Media Executive

- Successfully met sales quotas while giving exceptional customer service in digital marketing services to customers.
- Educated customers in online digital marketing including SEO, SEM, Web/Mobile web, social media, web design and behavioral targeted marketing.
- Provided support to customers for all digital marketing and content services and managed the pre and post sales cycle.
- Utilized expertise in writing and advertising copy to generate engaging content for campaigns and direct the conversation
- Create keyword research and on-page optimization for SEO campaigns.
- Identified opportunities for email marketing campaigns, social media, mobile web marketing, web and email design, analytics and custom campaign solutions.
- Develop strategic link building & regular back links profile auditing.
- Provide monthly analytics and rankings reporting.
- Provide best practices consulting on major development projects to key clientele, building customized digital strategy packages which best serve their needs

Additional Experience:

Sears, Laredo, Texas: October 2007 – December 2009, Sales Associate

TECHNICAL SKILLS

Applications	Microsoft Office - Word, Excel, PowerPoint, Access, Visio, Project Others - Sharepoint Designer, Toad, Notepad++, TEAMS, QlikSense, Qlikview, Tableau, PowerBI, Solarwinds, CrowdStrike, Microfocus
Graphics Design	Adobe Creative Suite- Photoshop, InDesign, Illustrator, Dreamweaver
Operating Systems	Windows; Macintosh; Linux; Android; IOS
Web Publishing	WordPress; Joomla; Magento; Blogspot
Internet Strategies	Search Engine Optimization; Email Marketing; Social Media Marketing
Customer Service Management Systems	Salesforce.com, Microsoft Dynamics 365
Database Management Systems	Microsoft Access; phpMyAdmin
Programming	Visual Studio
Language/Technologies	CSS; HTML5; PHP; MySQL; XML; Javascript; C++, SQL

ADDITIONAL CREDENTIALS

LANGUAGES	English, Spanish
ACTIVITIES	Laredo Energy Arena - Head Promoter Manager: 2011 - Managed street team for event promotions for concert venue. Social Media Marketing & Management. Salesman for concert event tickets Students In Free Enterprise (S.I.F.E.) – Member: 2010 - Managed project with local business. Improved business processes and redesigned them. Won an award from business owner for saving money on business expenses.

