

ALICIA HUIDOBRO

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+1(343)5433702

Ottawa, ON

A lifelong learner who combines technical skills and business analysis to improve processes and team performance. Extensive experience linking business and technical experts, and leading cross-functional projects.

EDUCATION

- Master's degree in Computer Science / Tecnologico de Monterrey / Jan 2019 – Mar 2021.
- Diploma in Development of Leadership Skills / ICAMI / Aug 2008- Aug 2009.
- Bachelor's degree in Industrial Administration / Instituto Politecnico Nacional / Jul 1998 – Jun 2002.

EXPERIENCE

May 2021 – Sep 2022, Emeritus, Business Intelligence Specialist / Senior Business Analyst

- Led Business Intelligence projects (end-to-end) in an Agile environment with internal and external staff.
- Presented performance analysis and recommendations to senior management (internal and external).
- Migrated legacy reports from multiple sources (Excel, Salesforce, Qlik, Google Data Studio, Tableau, Power BI) to a corporate Business Intelligence platform (Redash). Streamlined and optimized reports.
- Performed ad hoc analysis, data profiling, and data mining using data analysis tools (SQL, Python, R).
- Performed dimensional modeling and data wrangling, cleaning, and querying. Managed reference data.
- Participated in the integration of data sources in the data warehouse in Google BigQuery.
- Proposed a Governance Mgmt. System. Promoted data-driven decisions and “a single source of truth”.
- Performed process modeling, system analysis, KPIs identification, and enterprise architecture planning.
- Led cross-functional meetings to gather business and technical requirements in an Agile environment.
- Developed technical documentation (system requirements, use and test cases, user stories, specifications, UAT, SLA, continuity plans) and process documentation (business rules, workflows, procedures, manuals).
- Led improvement initiatives, risk management, and change control to ensure smooth transitions.
- Evaluated changes and requested them to Data Engineering. Coordinated and documented testing.

Jan 2019 – Mar 2021, Tecnologico de Monterrey, Master's student in Computer Science (full time)

- Developed data science, machine learning, and AI projects using SQL, Python, R, and BI software.
- Carried out a research thesis for web traffic analysis aimed at marketing experts.

Jan 2017 – Feb 2019, Freelance, Independent Trainer and Consultant

- Provided training and consulting in management systems (ISO 900X, 1400X, 20000, etc.), process improvement, and business analysis (SWOT, RASCI, SMART goals, Porter's 5 forces, sales funnel, etc.)

Oct 2007 – Jul 2017, Probiomed, Information and Analytics Manager / Project Manager

- Led the implementation of the enterprise Content Management System (Documentum), Agile environment.
- Implemented and led a Center of Excellence that supported cross-functional projects.
- Led a multidisciplinary work team that provided information mgmt., analytics, and automation services.
- Implemented the Knowledge Management System and the Governance Management System.
- Led the development of relational databases and reporting tools to improve process analysis and control.
- Participated in the implementation of the Quality Management System and the IT Service Mgmt. System.

Oct 2002 – Oct 2007, Probiomed, Technical Business Analyst / Senior Business Systems Analyst

- Performed business analysis and business process management (BPM) to identify improvement and automation opportunities. Worked with managers, subject matter experts (SME), vendors, and end users.
- Analyzed business and technical requirements for enterprise Mgmt. Systems (CRM, Quality, ERP, etc.)
- Developed technical documentation (requirements, specifications, testing, UAT, impact assessment, etc.)
- Provided recommendations and guidance on the evaluation, selection, and adoption of tools.
- Supported managers in the implementation and documentation of changes in multiple business processes.
- Audited processes and change mgmt. according to ISO 9001, 14001, 20000, and biopharma regulation.

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COURSES AND CERTIFICATES

- Administrative Skills / Algonquin College / Sep-Nov 2023.
- Applied Machine Learning and Python / Columbia University / Jun 2022-Jan 2023.
- Data Analytics Certificate / Google / Jul-Dec 2022.
- Digital Marketing and Google Analytics Certificate / Google / Jun-Aug 2017.
- Document Management Professional Certificate / CfPIE / Jul-Oct 2014.

TECHNICAL SKILLS

- Microsoft Office (SharePoint, OneDrive, Word, Teams, Excel) and iWork (Pages, Keynote, and Numbers).
- Document development, information mapping, and process mapping techniques.
- Diagramming software (Visio, draw.io, Miro) and UML (Unified Modeling Language).
- Project management methodologies (Agile and Waterfall), project management software (Jira, Wrike, Trello, Miro, AirTable, MS Project), and Software Development Life Cycle.
- Business Intelligence software (Redash, Tableau, QlikSense, Power BI, Google Data Studio).
- Programming languages and data analysis tools (SQL, Python, R, SPSS, Google Colab, Jupyter, GitHub, Weka).
- Data analysis, statistics, and machine learning.
- CRM (Salesforce), HRM (Success Factors), and Enterprise Content Mgmt. (Documentum) software.
- Relational database management systems (MySQL, Access, FileMaker).
- Cloud technologies (BigQuery).

SOFT SKILLS

Business acumen, systems thinking, self-starter, analytical, problem solver, team player, leadership, ease of learning, and taste for challenge and mentoring team members.

LANGUAGES

- English – Advanced level (experience in business and academic writing).
- Spanish – Native.

REFERENCES

Available upon request.