

CELINA BERNAL

Phone: 343-262-4986 | Email address: celinaabernalq@gmail.com | Ottawa, ON.

SUMMARY OF QUALIFICATIONS

- 15 years of experience in Operations Management, Supply Chain and Project Management.
- Proven expertise in managing operations and processes, reaching efficiencies and cost-saving opportunities, focused on continuous improvements and customer success. Negotiation and collaboration with internal and external stakeholders to grow the business.
- Demonstrated ability to manage teams and coach them to achieve daily operational excellency.
- Problem-solver, natural leader, attention to detail, metrics & data-oriented.
- Diplomas in Supply Chain & Operations Management, Project Management and Six Sigma. Product Scrum Owner Certificate.
- Advanced Microsoft Office user, SalesForce, Zoho CRM/Desk, CiviCRM, Asana, AHA.
- Fluently bilingual (English-French) professional, native Spanish, working-level Portuguese.

WORK EXPERIENCE

HYRE, Remote, ON, Canada.

February – June, 2023

Operations Manager

- Oversaw daily operations in the events' staffing marketplace: finding efficiencies, redesigning processes and establishing KPIs to track the operations and maximize the budget to increase the shift filling rate from 97% to 100%, especially in peak seasons.
- Led enhancement projects focused on quality and client success to ensure retention and increase of business (reducing timesheet approvals, improving independent contractors screening, implementing an Accounts Receivable process) while managing a team of five people.
- Collaborated with the CEO in defining and communicating the business strategy through the creation of policies and processes, establishing OKRs, analyzing capacity, identifying risks to the business continuity and developing mitigation procedures.
- Provided services and customer service to large-client by collecting feedback and conducted improvements in governance, bookkeeping, billing, marketing and special projects to encourage consistency and increase sales revenue while ensuring profitability.

CANADAHELPS, Toronto, ON, Canada.

September 2020 – November 2022

Product Owner (SaaS)

January – November 2022

- Led the product road map projects and milestones for the development of the Donor Management System (CRM software), achieving 15 releases that represented new features and improvements for clients, resulting in an increase from 85% to 90% on the NPS.

- Implemented a “Release notes” system to ensure to provide communication to Customer front face departments and the Marketing team about the improvements and new features available for clients.
- Established sprinting process under the SCRUM methodology, planned and led Engineering and Quality Assurance teams’ work to monitor the progress of sprints while optimizing the resources (developers’ time and budget) and improve time management.
- Trained 4 new developers through a walkthrough from the clients’ perspective to support the alignment with the product roadmap and the business strategy.

Technical Operations Analyst

August 2021 – January 2022

- Provided cross-functional and technical troubleshooting support to Customer Service departments, Sales, Engineering, and QA teams on daily basis, taking ownership for reporting technical bugs impacting largely the system functionality.
- Collaborated with the Product team to evaluate, prioritize improvements and set up procedures to manage innovative feature requests through requirements writing.
- Elaborated monthly reports and dashboards with insights about technical operations that supported prioritization discussions for the Product Road map and business strategy.

Charity & Donors Operations Team Lead

February – August 2021

- Managed and monitored enquiries and quality of service provided, prepared KPIs and improved processes to reduce the answer time for email enquiries from 5 to 2 days.
- Handled governance escalations from clients and led on the creation of 4 new policies in compliance with the CRA and regulators.
- Processed securities donations transactions, mapped securities process to find opportunities and created improvement tickets to enhance the operation.
- Created a one-month training plan for new team members.

Charity & Donors Operations Bilingual Associate

September 2020 – February 2021

- Provided support to 250 enquiries per week, from charities and donors (in English and French) through phone calls, email and live chat to resolve enquiries and clarifications about transactions, accounts, refunds management and issue/reissue of charitable tax receipts.

STRATEGIC AFFAIRS, Mexico City, Mexico

October 2017 – February 2020

Director of Operations for TPP Consultants

- Developed business identity and commercial strategy in the first two months to impact ROI. Led business development: prospection, commercial presentations, visited and negotiated with leads and clients, and signed contracts.
- Managed assignment of client projects to a team of seven. Implemented KPIs based on the redesign of job profiles and professional objectives to ensure customer-oriented service.

- Developed SOPs and managed processes: billing & invoicing, accounts receivable, accounts payable, contracts, marketing; improvements on operations.
- Managed and analyzed P&L through pricing analysis and adjustments applying lean strategies and reaching a positive balance in eight months.

EDENRED, Mexico City, Mexico

February – August 2017

Supply Chain Operations Manager

- Managed relationships with vendors and 3PLs. Managed Operations team in Mexico City and Guadalajara (27 persons). Budget management for production and logistics
- Developed demand planning and inventories management system for two production lines, to enhance on time production and ensure sales and deliveries according to clients' needs.
- Controlled the budget of Operations department to reduce costs of operation by 33%.
- Negotiated lower costs of production (40%) of cards through annual production contracts.
- Commercial relation with vendors, couriers and 3PLs, negotiations for establishing Service Level Agreement to ensure compliance with business commitments. Contract negotiations.

ISAGENIX INTERNATIONAL, Mexico City, Mexico

May 2011 – November 2016

Senior Operations Manager for Latin America

- Administration for two corporate offices and four points of sales in different cities in Mexico, so as the e-commerce operation. Controlled P&L of Operations and Procurement. Governance management and policies development.
- Managed the Operations staff (eight people) in Mexico, and supervised four Logistics personnel in Colombia.
- Developed Logistics Project to select and implement operations of 3PL in Bogota, Colombia.
- Reduced variable costs for savings in costs of supplies and operations services. Increased cash flow through negotiations with vendors, and obtaining discounts for cash payment and vendors management (TI, maintenance, security).
- Developed and implemented in four months, Procurement process, billing, accounts payables and expenses reports processes, resulting in better management of each area budget.
- Linked Corporate HR department and local employees.

ESTAFETA MEXICANA, Mexico City, Mexico

September 2009 – April 2011

Senior Project Manager

- Focal point between operations and commercial departments to support e-commerce clients. Supervised of six employees and budget/forecasting management.
- Managed implementation of SAP to manage logistics projects for American MLM companies, providing support across the different stages of the logistics: forecasting,

import&export activities, cross-docking, picking&packing, shipping and inverse logistics management.

EDUCATION

- **Master's Degree, Administration and International Business**, Université Paris 12, France (2007 – 2009)
- **Bachelor's Degree, International Business**, Escuela Bancaria y Comercial, Mexico (2001 – 2005)

Courses:

- 2022 – Why scale a startup? IE University.
- 2021 – Certified Scrum Product Owner (CSPO) (Scrum Alliance D-A-CH e.V.).
- 2020 - Six Sigma Yellow Belt Specialization. University of Georgia.
- 2019 - Marketing and Sales B2B: Closing new businesses. University of Sao Paulo.
- 2016 - Change Management. ESSEC École de Sciences Économiques et Commerce, France.
- 2015 - Project Management, the Basis of Success. University of California, Irvine.
- 2015 - The art of Negotiation. University of California, Irvine.
- 2016 - The 4 Kingdoms of Leadership. Workshop by Manuel Bogado, Coach, Mexico.
- 2014 - Bullying and Mobbing in the Workplace, workshop.
- 2013 - Excel to support making decisions, course.

COMPUTER SKILLS

- MS Office
- Salesforce
- Zoho CRM and Desk
- CiviCRM
- Asana
- Jira
- AHA
- Confluence
- SAP (WMS/SD)
- Figma
- Trello