

# Emmanuel Martinez

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## OBJECTIVE

An aspiring certified UX Designer with 4 years of Business Analyst experience in driving various projects and providing insights with thorough analysis for various well known organizations through strong people management, project management, data analysis, adaptability, attention to detail, communication skills – and thrive in environments where there is a need to improve operational efficiencies and provide a think outside the box approach.

## SKILLS

- User Research
- Content Management
- Design
- Vendor Relationship Management
- Microsoft Excel, Word, PowerPoint and Project
- Rally, Jira, Confluence, Service Now
- Change Management
- HTML
- Adobe Analytics
- Project Management
- Agile
- Figma

## EXPERIENCE

**12/2021 – Present**

**Digital Business Analyst • Chase**

Contributed to the improvement of Chase's search bar capabilities through analysis and managing the Natural Language Search process for Secure Site Search where customer satisfaction results increased and reached a year high.

- Managed and tracked NLS content projects resulting in successful implementation of all scheduled monthly publish releases
- Helped improved the Chase app chatbot artificial intelligence through utterance analysis
- Created ad hoc data analysis to stakeholders and LOB to assist in requirement gathering
- Collaborated with stakeholders and DCE to ensure that content is engaging and relevant to the customer
- Provided assistance for QA testing
- Developed and provided monthly metrics to key leaders of the organization
- Planned and executed content strategies to drive growth of KPIs
- Helped manage third party vendor relationships through weekly meetings
- Acted as the content editor for the NLS team, using HTML to improve automated input sequences
- Helped maintain and update SharePoint as well as creating process documentation to improve efficiency

**06/2021 – 12/2021**

**IT Business Analyst • Bank of America (via Pioneer Recruiting)**

Ensured that all projects within the Initiative Execution team are consistent with company strategy, commitments and goals.

- Reconciled risk assessment impacts and obtained any missing evaluations by comparing requirements and actual initiative list
- Supported executive approvals through data entry of names and securing missing approvals
- Conducted small forums by conference call to reconcile inventory and owners of various lists
- Supported and delivered various PPP projects by performing weekly status meetings, tracking dependencies and forecasts while meeting with resources from different time zones
- Worked closely with PMO to ensure projects that had cross-pillar impacts were properly tracked and managed

**08/2017 – 12/2019**

## **Business Analyst/Infrastructure Project Manager • Barclays**

Managed and led various projects improving the IT Infrastructure and business- end of the bank, totaling up to 8 million+ in budgets

- Lead projects that included working with various partner vendors such as MasterCard, Experian, Innovis, TSYS and more. Created processes for the human resources team with vendors to stay up to date with data security standards
- Meet partner SLAs and improve stability within the bank
- Global efforts with resources in the UK and India
- Performed weekly status meetings, created forecasts, reported weekly project status to management

### Major Projects:

- **Data Center Migration-** Drove various portions of the program by successfully driving the Migrating File Transfer Processing to a new Data Center project that was a dependency project in order to commence the bank Data Center Migration. All tasks and connectivity migrations involved changes in Production and Disaster Recovery environment
- **NetApp to Isilon project-** As part of the Data Center Migration, I drove a project in which data in the storage NetApp Filers were migrated to EMC Isilon to improve performance and scalability. This involved included driving change tickets, mapping out CIs within the bank in order to notify application owners and provide status updates to the IT managing Director on a weekly basis
- **Active Directory Migration-** Helped drive the migration of our internal phonebook, Microsoft Outlook directories and Skype from the bank's US domain to the global domain
- **Voice Migration-** Helped manage the telephony migration that involved the purchasing of new CISCO products for the whole US part of the bank. This included working with our NYC, NJ and Las Vegas offices. The effort is still ongoing

**04/2017 – 08/2017**

## **IT Junior Business Analyst • Barclays**

Began as a Junior IT Business Analyst and got promoted to Junior Project Manager at Barclays, a Fortune 500 Company.

- Assisted team project managers in an annual Disaster Recovery project
- Gathered requirements from business partners for a variety of projects
- Created new business process documentation in conjunction to new changes in IT environment
- Drove implementation of an application which automated data processing for Finance, this meant a cut in cost through automation
- Managed Change Management approvals for projects
- Worked closely with various teams that included; Database, Unix, Storage, Security and Finance
- Co-managed in with a Senior PM on a high priority project that kicked off early 2016, with a budget of \$3 Million

**04/2016 – 04/2017**

## **Business Development • Way To Go LED Lighting Company**

- Created and maintained relationships with clients and vendors in the U.S., Canada and Mexico
- Developed business and marketing strategies for different markets across North America to increase sales revenue
- Responsible for the strategy, design, and execution of quarterly digital marketing campaigns, driving a 90% increase in impressions and engagements
- Helped the company increase revenue by 75% through sales funnel improvements

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## AWARDS

- Barclays Hispanic Professionals Forum & Emerge Network
- As Ambassador for Hispanic's Professional Forum and Leader in the Emerge Reverse Mentoring Network. This has given me the chance to present to executives within the business and provide my insights in various parts of the bank by participating in sessions regarding new credit card product sessions to help identify consumer needs and wants.
- Emerging Young Business Leader Award (Nominee)
- Barclays Company Values Award (Nominee)

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## EDUCATION

Thomas McKean High School– Wilmington, DE 2012 (*High School Diploma*)

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## COMMUNITY SERVICE

- Latin American Community Center (LACC)- As ambassador of the Barclays Hispanics Professional Forum, I partnered with the LACC to help raise funds for students, awareness of programs, and support large-scale community events.
- WildHearts Group- Managed a team of 7 in a worldwide competition called Micro Tyco with the goal of raising funds to provide micro-loans to women around the world for their own startups. Through creative strategy, I coordinated fundraising events with local businesses and within the bank, leading my team to top 5 placements worldwide.
- Delaware Food Bank- Consistently participated in group events with the warehouse team, providing food for students and community assistance.