# PAULA VANESSA MARIN

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# EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA Bachelor of Business Administration, Graduation: Summer 2020 Major: Management Information Systems Overall GPA: 3.07, Major GPA: 3.56

#### SELECTED COURSES:

Data Analytics, Data-Centric Application Development, Information Systems Organizations,

#### ACTIVITIES AND AWARDS:

- Member, Association for Management Information Systems, 2017 present
- Member, Women in Cable Telecommunications, 2017-present
- Genetic Counseling Distinguished Employee Award, Integrated Genetics, 2013

### INFORMATION TECHNOLOGY SKILLS:

Web Development:	HTML, CSS, PHP, Netbeans IDE 8.2, Notepad++
Database Management:	MySQL, SQL
Project Management:	Microsoft Office Word/Outlook/Power Point/Excel 2016, JIRA
Financial Software:	Oracle Financial Lending and Leasing 14.4
Cloud Based Software:	VMWare, Microsoft Azure

#### EXPERIENCE:

DECISIVEDGE, LLC, Newark, DE

### **Junior Business Analyst**

- Assist lead Business Analyst in collection of business requirements and providing deliverables to the client and troubleshoot clients during User Acceptance Testing.
- Maintain historical archive of the Project Plan.
- Use SQL and Oracle to update and maintain the database and conduct analysis of failed test cases. Also, act as the liaison between the client and the development team when clarification of business requirements is needed.
- Host scrum calls and provide daily updates to the Project Manager and stakeholders.
- Travel to client sites to provide education, assist in User Acceptance Testing and/or System Integration Testing on Oracle Financial Lending and Leasing software.

#### INTEGRATED GENETICS, LLC, Philadelphia, PA Patient Service Coordinator Supervisor

January 2010 – December 2017

- Designed and implemented protocols for Phone Monitoring of Patient Service Coordinator interactions with incoming callers. Analytics reported a 67% increase in customer satisfaction and 97% employee satisfaction.
- Assisted with the development and launch of a scheduling website for patients and clients. Continue to serve as primary contact for troubleshooting and resolution in conjunction with website developer.
- Conduct monthly data mining and analytics of patient flow through the scheduling website. Present monthly updates on real-time and historical data to senior-level management.

January 2018 - Present

# WEIGHTLOSS/LABTEST, MD, Philadelphia, PA

# **Practice Manager**

- Reduced employee turnover by 22% in fourth quarter of 2008 by implementing employee training and retention programs.
- Served as Project Manager in the development of a virtual marketing campaign for underperforming locations; managed website development, online ads & email marketing. Patient retention increased by 84% after online scheduling and product ordering tools were implemented. Metrics reported a 93% increase in online patient traffic and an 89% increase in the purchase of extended programs versus one-time visits.
- Negotiated contracts and lease agreements with medical suppliers, real estate management companies, etc.

# LANGUAGES:

• Spanish – speak, read and write with high proficiency