

# Marta Pineda

Business Operations, Product Specialist, Data Analysis | +972 053-333-7593 |

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## PROFILE

Experienced, energetic, sharp **Business Operations** with a strong background in data analytics, process optimization, and cross-department project management. As part of the Mobile R&D & Support Specialist teams, Led successful efforts to boost **CSAT satisfaction** from 60% to 85% in 3 months for mobile tickets (3000/month) improving cross-functional internal knowledge and team alignment. **Data-driven** with vast experience in analyzing user feedback and product events working with various **BI tools** (Tableau, Mixpanel, Looker), and pushing data insights to influence the features roadmap. Excellent problem-solving, proactive, can-do approach, and influencing skills, with proven ability to take initiative and lead projects to deliver amazing execution. Very confident with **agile methodologies** in project management and operation business, quickly improving processes, and communicating projects across teams I became a key asset for the Mobile Team to improve the monday.com app and deliver results.

## EXPERIENCE

 **monday.com, IL | Product Operations, Analysis & Knowledge Specialist (Mobile) | 2021-2023**

### Business Ops, Product & Knowledge Management:

- Implemented strategies from concept to delivery, collaborating with **developers**, data **analysts** and **engineers**, business, marketing, and sales to sharpen **product-market fit and value**.
- Profound understanding of the **data domain**, including competition analysis, insights, trends, and bugs working with development teams to bring the **Voice of the Customer** and influence the roadmap for new features
- Define, managed, and executed internal Support project of specializing team members to tackle **CSAT levels** on mobile tickets, resulting in a **10-15% increase** in satisfaction within 3 months. Enhanced **user engagement** by reducing the percentage of mobile tickets with only one user interaction from 70% to 40%
- Led end-to-end **Community project** to centralize user-requested features and streamline the release process. Alignment with Product teams to compromise on developing the most requested features from our users each Q.
- Developed **learning materials** for Customer Support focused on the monday.com mobile app

### Data Analysis:

- Proactively provide **insights** that drive **business growth**, optimize our knowledge, inform strategic changes, and identify new **opportunities**.
- Conduct insightful ad-hoc analyses utilizing **SQL** to address operational issues. Design and maintain customized, interactive **reports** and dashboards on **Tableau** for our various teams.
- Analyzed **user data and feedback** to understand needs and pain points for **product/service improvement**.
- Developed strategies to **reduce** mobile domain **tickets** overall.



**Moovit, IL — Operations Manager Markets Spain, Portugal, Serbia | 2019–2021**

- Managed **market operations** in three countries (Spain, Portugal, and Serbia) utilizing **extensive datasets and Excel** for valuable insights and informed strategic decision-making.
- Oversaw **app translations**, localization efforts, user communication, and **Zendesk** support. Ensured data validation to maintain high-quality user information.
- Proactively **tracked and analyzed** key performance indicators (KPIs) to enhance CSAT levels, resurrection rates, customer satisfaction, and reduce churn. Utilized **data-driven insights** and appropriate tools to drive positive outcomes.
- Led business operations, overseeing B2B client deliverables and providing leadership and direction to project team members. Set clear ETAs for tasks to ensure accurate and timely client delivery.

## EDUCATION

- Applied Scrum for Agile Project Management course | [edX by Harvard](#) | **2023**
- Data Analyst | [TripleTen](#) | **2023**
- Front-end developer (HTML, JS, CSS, React) | [\\_SheCodes.io](#) | **2021**
- Master in Hotel Management > ESDEN Business School, Madrid, Spain | **2018-2019**
- BA Pedagogy > University Complutense, Madrid, Spain | **2009-2014**

## EXTRACURRICULAR ACTIVITIES

- Teaching workshops at TripleTen about Github usage for new graduates | **2023**
- Volunteer at 6B Studio Tel Aviv sewing technical equipment for the army at emergency times | **2023**
- Volunteer at "Asociacion Aventura" with youth at risk | **2016-2019**
- Volunteer as lead guide in summer camps | **2009-2018**

## LANGUAGES

- **Spanish:** Native | **English:** Full professional proficiency | **Hebrew:** Conversation