Luiz Rossini

Location: Nova Lima, MG | Phone: +55 31 9 9216-4770

Email: luizrossini2710@hotmail.com | LinkedIn: linkedin.com/in/luiz-rossini

Professional Summary

Proactive and results-driven Strategic Planning Analyst with extensive experience in developing business dashboards,

managing KPIs, and driving company-wide action plans. Expertise in OKR, business reporting, and strategic execution.

Highly skilled in Power BI, SalesForce, and operational planning methodologies, with a proven track record of enhancing

organizational efficiency by optimizing resources and improving decision-making processes. Fluent in English and possessing

intermediate Spanish skills, currently pursuing an MBA in Full Stack Development to further integrate technical solutions

into business strategies.

Professional Experience

Somos | Strategic Planning Analyst

April 2024 - Present | Remote

- Spearheading the development of comprehensive dashboards for strategic tracking.

- Leading key performance indicator (KPI) assessments to align operational goals.

- Driving the creation of business action plans, ensuring on-time delivery of objectives.

- Delivering detailed business reports to the executive board to support strategic decisions.

- Facilitating company-wide strategic execution with a focus on OKR methodologies.

- Negotiating with cross-functional teams to streamline business planning and operational

processes.

Somos | Strategic Planning Analyst

January 2023 - May 2023 | Full-time

- Engineered advanced dashboards, improving visibility over organizational KPIs.

- Orchestrated OKR-based strategies, leading to significant operational improvements.

- Produced detailed reports and supported executive teams in key business decisions.

- Successfully managed negotiation processes and strategic initiatives to improve company performance.

MG Gestões e Serviços Administrativos | Strategic Planning Analyst

October 2021 - August 2022 | Full-time

- Developed and refined business dashboards, increasing operational insights by 20%.

- Led the implementation of KPI-focused action plans, enhancing client satisfaction and internal efficiency.

- Provided strategic guidance to senior management through well-crafted business reports.

- Played a pivotal role in executing OKR initiatives, ensuring alignment across departments.

Monetizze | Strategic Information Analyst

August 2020 - October 2021 | Full-time

- Created and optimized complex dashboards for process improvement and decision-making.

- Increased customer satisfaction by 15% through strategic action plans based on KPIs.

- Delivered impactful presentations to senior leadership, ensuring clarity of strategic objectives.

Monetizze | Customer Service Analyst

January 2020 - August 2020 | Full-time

- Achieved a 95% first-interaction resolution rate through exceptional customer relationship

management.

- Oversaw client support via digital platforms, resolving issues quickly and effectively.

Prefeitura de Nova Lima | Section Chief

May 2017 - November 2018 | Full-time

- Managed procurement processes and customer relationships for the health department.

- Led cost-saving initiatives, streamlining departmental operations and enhancing efficiency.

Education

- MBA in Full Stack Development - PUCRS (In progress)

- MBA in People Management - PUCRS, 2022

- MBA in Business Administration - PUC Minas, 2020

- Bachelor's in Business Administration - Faculdade Milton Campos, 2017

- Technical Degree in Business Administration - Sebrae, 2011

Skills & Expertise

- Business Intelligence & Dashboards: Power BI, SQL

- Customer Relationship Management (CRM): SalesForce, Digitalk

- Strategic Planning & Execution: KPI, OKR, Action Plans

- Advanced Microsoft Office Skills: Excel, Word, PowerPoint

- Languages: English (Fluent), Spanish (Intermediate)

- Availability: Willing to travel; Category B driver's license

Certifications & Training

- Power BI - Hashtag Treinamentos, 2023

- SQL - Hashtag Treinamentos, 2023

- JavaScript - Hashtag Treinamentos (In progress)