MOUREEN GOUBRAN

Business Analyst | Customer & Operations Analytics
Bayonne, NJ 07002 | (201) 688-9692 | MoureenJGoubran@gmail.com | linkedin.com/in/moureen-goubran

PROFESSIONAL SUMMARY

Analytics and operations professional with 7+ years turning operational and customer data into KPIs, Salesforce reporting, and process fixes that save leaders hours each week. Uses generative AI (Claude, Copilot) to automate reporting and workflows. U.S. citizen.

PROFESSIONAL EXPERIENCE

The Think Factory, Parsippany, NJ — Feb 2022 – Present

VP of Operations and Communications

- Built Salesforce dashboards for every department tracking listeners, episodes, interviews, and guest engagement, giving leaders one view of performance for staffing and resourcing decisions.
- Defined top-performer criteria for journalists (insightful interviews, detailed guest answers, under 10 minutes each) and used the data to reshape assignments and staffing, raising interview volume.
- Redesigned guest recording around remote video sessions on each guest's preferred platform, cutting production costs, eliminating up to 4 hours of round-trip guest travel per recording, and increasing daily recording capacity; nearly all episodes later moved online.
- Owned end-to-end delivery of 250+ podcasts with teams of 5–20, running Agile (sprints, standups, backlog, retros, Kanban), leading hiring and reviews, and managing budgets with finance.
- Beat audience goals: reached 6K listeners against a 5K year-one target (120%), then scaled to 25K+ while representing the brand at about 120 industry events (1K–20K attendees) with event teams of 2–10.
- Tracked listener retention and feedback (repeat listeners, drop-off, engagement by episode, topic, and journalist, guest surveys) to change topics, guest selection, and journalist assignments.
- Standardized operations with SOPs and training materials in Confluence and Notion for consistent, documented processes.
- Applied Salesforce generative AI: Agentforce to deliver standardized responses and help staff navigate SOPs, and Prompt Builder templates to generate SOPs, standardized responses, and structured summaries.
- Used generative AI to automate reporting and workflows: compared ChatGPT, Gemini, Claude, and Copilot, automated recurring reports with Zapier and Power Automate, and translated business needs into requirements and user stories.

Leverage Companies, Newark, NJ — Feb 2021 – Feb 2022

OKR/Marketing Manager

- Built KPI bowlers and Salesforce dashboards for six departments, replacing weekly manual executive reports and cutting each department meeting from 60–80 to 20–25 minutes, saving 5+ executive hours per week.
- Resolved a recurring marketing-versus-sales dispute over lead quality with a report showing how long deals sat in each stage, leading to process fixes that cut days to resell a property from 36 to 21.
- Led the company's first company-wide OKR implementation, enforcing data accuracy with Salesforce validation rules.
- Tracked OKR actions in Salesforce with owners and due dates, running weekly, quarterly, and yearly reviews.
- Built every KPI report and its SOP, covering lead-to-deal conversion, deals closed, close rate, stage conversion, days in stage, days to resell a property, follow-up response, opt-out rate, OKR achievement, and training time.
- Administered Salesforce: built objects and validation rules, trained users, integrated the sales calling system and Twilio text marketing, and automated mailings, lead conversions, and a "STOP" opt-out for text compliance.
- Halved new-hire training from two weeks to one with SOPs defining roles and KPIs.

OpenMyNetwork, Brooklyn, NY — Mar 2019 – Oct 2020

IT/Marketing Manager

- Automated graduation video production with Excel VBA, matching rosters to student name and photo folders and autopopulating PowerPoint slides for about 24K students.
- Delivered every school within two weeks, scheduling and prioritizing staggered deadlines while optimizing the process to handle large data sets.
- Delivered live virtual graduations for 250 schools during COVID-19, broadcast on YouTube through private family links; email (MailChimp) and social campaigns helped win the contracts.
- Led QA/QC for a pre-launch children's networking platform, logging hundreds of bugs with about 20 interns across repeated test cycles for the PHP developer, advancing the site toward launch.
- Trained and supervised 40 interns, managing their work in Asana and building the training that let non-technical staff run and adjust the video automation.
- Protected student data and curriculum by verifying data deletion for child-safety and legal compliance and implementing mobile device management for LEEP (Learn, Empower, Engage, Prepare), the company's student education program.

EDUCATION & CERTIFICATIONS

Rutgers University – B.S. Management Information Systems, *summa cum laude*; Ronald Armstrong Memorial Award — Jan 2023

Google Data Analytics, Project Management, Cybersecurity (2025) | Sandler Bronze (2023)

SKILLS

Analytics: Salesforce (admin, custom objects, validation rules, automation, integrations), Excel (Expert, VBA), SQL (joins, CTEs, window functions), Python (pandas, NumPy), Power BI, PowerPoint, KPI/OKR Dashboards & Bowlers
Operations: Agile/Scrum, Process Improvement, SOP Development, Change Management, Stakeholder Communication
Tools & AI: Claude, Copilot, Agentforce, Prompt Builder, ChatGPT, Gemini, Copilot Studio, Zapier, Power Automate, Notion AI, Jira, Confluence, Asana, Monday.com, Trello, Smartsheet, Notion, HubSpot, Twilio, Marketo