

# Ivan Hoffman

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## SUMMARY

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Business Intelligence Analyst with 9 years of experience improving operational performance through data modeling, dashboarding, and workflow automation. Skilled in translating business questions into measurable KPIs, building executive-ready reporting in Power BI, and integrating data across CRM/ERP and operational systems to improve visibility, reduce manual work, and increase accountability. Strong background in process optimization, analytics enablement, and cross-functional delivery across Sales, Ops, Finance, and Supply Chain..

## WORK EXPERIENCE

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### VMP

Boca Raton, FL

Business Intelligence Analyst

Dec 2025

- Built and maintained Power BI dashboards for purchasing, inventory, fulfillment, and daily sales KPIs to improve operational visibility and decision-making.
- Developed Purchase Order Health reporting from Business Central to flag open PO risk, vendor follow-up needs, and inbound issues.
- Created inventory analytics (Top Stocked, Velocity, Item Recommendations) to support reorder controls, demand planning, and working-capital focus.
- Delivered Daily Sales Order and fulfillment reporting (Drop Ship %, Days to Fill) to monitor performance and identify bottlenecks.
- Automated KPI and operations workflows in Power Automate (vendor ETA extraction to BC/SharePoint, daily KPI logging, contract renewals/reminders).

### Mari Manufacturing

Remote

Business Intelligence Analyst

Sep 2024 - May 2025

- Built reporting and analytics frameworks across CRM, e-commerce, inventory, and fulfillment systems to improve pipeline visibility, order flow tracking, and operational KPI reporting.
- Led the implementation and customization of Zoho CRM and improved data structure/quality to enable accurate reporting and performance measurement across the funnel.
- Designed automated workflows and data sync logic to reduce manual reporting and operational touchpoints, improving cycle times and day-to-day execution.
- Integrated datasets across platforms (e.g., Shopify, WMS, accounting, production tools) and improved data accuracy/consistency to support trustworthy dashboards and decision-making.
- Authored SOPs and onboarding documentation to standardize reporting processes, metric definitions, and system usage.

### Legacy Forbes Global Properties

Aventura, FL

Business Intelligence Analyst

Oct 2021 - Mar 2024

- Delivered cross-functional BI reporting across Sales, Marketing, and Finance—aligning leadership KPIs, improving data accuracy, and driving consistent performance visibility.
- Built and maintained dashboards for pipeline health, productivity, campaign ROI, and forecasting—improving executive reporting and decision support.
- Developed forecasting models and KPI scorecards to improve forecast precision and operational planning.
- Partnered with stakeholders to define metrics, standardize reporting definitions, and improve adoption through clear documentation and enablement.

- Led analytics requirements for system enhancements/integrations, ensuring reporting accuracy and end-to-end data flow across tools.

**Advance Esthetic**

Fort Lauderdale, FL

Revenue Operations Specialist

Feb 2018 - Sep 2021

- Managed end-to-end revenue operations processes, aligning sales performance, financial reporting, and marketing data to support strategic decision-making.
- Spearheaded the launch of nine new product lines by coordinating pricing strategy, revenue tracking, and operational readiness, resulting in a 25% increase in sales revenue.
- Streamlined financial and CRM systems to enhance data integrity and accelerate lead-to-cash workflows, reducing manual reporting efforts by 30%.
- Oversaw revenue accounting and reconciliation activities, ensuring compliance, accuracy, and timely month-end close.

**EDUCATION**

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Universidad del Valle de Mexico  
Associate of Science, Communications

Miami Dade College  
Communications

Miami, FL

**CERTIFICATIONS**

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Project Management, Google

2024

**SKILLS**

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System Administration • Process Automation & Workflow Design • Application & API Integration • Business Process Optimization • Zoho CRM & SaaS Platform Configuration • Cloud-Based Tools & SaaS Management • CRM Implementation & Customization • Project Management & Task Automation • Data Management & Reporting Dashboards • Documentation & SOP Development • Operational Efficiency Strategy • Cross-System Data Syncing (e.g., Shopify, Logiwa, QuickBooks) • Team Training & System Onboarding • Zapier & Integration Tools • Process Mapping & Improvement • E-Commerce Optimization • SaaS Management • Digital Transformation • Business Intelligence • Power BI • Power Automate • Business Central • SharePoint • DAX • Power Query