

# Lidia Abraha

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## SUMMARY

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Analytical IT consultant and project manager, highly skilled at thoughtful leadership, cross-functional collaboration as well as efficiently building relationships with a variety of external stakeholders. Adept at strategic leadership, customer service, data collection and evaluation, training (including curriculum development and facilitation) and communications, especially as it pertains to breaking down complex technical terms to non technical audiences via creation of executive level memos, policy reports and/or presentations. Passionate about data analysis, business strategy and customer success.

## PROFESSIONAL EXPERIENCE

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OCTOBER 2018 – PRESENT

### **Business Systems Analyst**, *Xcel Energy*

- Standardize 15,000 desktops, laptops, MDTs and tablets to Windows 10
- Deploy O365 components including OneDrive, Office Pro Suite, and Skype for Business
- Migrate more than 14,000 emails from Exchange to Microsoft Office 365
- Rationalized application portfolio, reducing risk and cost of managing applications no longer supported internally **saving organization \$3.1M** in 2019
- Utilized change management programs to train/equip end users to leverage new tools
- Developed internal collaborative platform via SharePoint, establishing efficient data collection site for operations and infrastructure team

MAY 2015 – PRESENT

### **Founder/Owner**, *BeyondEast co.*

- Increasing followers, engagement and sales by overseeing social media, brand management and digital marketing efforts for a variety of small business clients
- Lead efforts broadening client base, fostering lasting relationships with customers
- Create, curate and cultivate content for website copy, digital marketing and blogs

JANUARY 2015 – AUGUST 2018

### **Digital Media Strategist**, *ADX Labs*

- **Increased sales by 47% by** developing comprehensive marketing strategies
- Conducted user interviews, testing, and analyzed existing product or applications analytics that determined gaps in features and usability
- Consulted with internal/external stakeholders to create/determine sales goals, brand differentiators, target audiences, and company voice

OCTOBER 2015 – MARCH 2018

### **Clinical Research Associate**, *Allina Health*

- Oversaw phase three clinical trials, ensuring they met all protocol (e.g., safety, government rules and regulations, and ethics)
- Recruited and screened patient participants; tracked health and progress once selected
- Managed Institutional Review Board (IRB) submissions, as well as CRF, CTA and case close documentation

OCTOBER 2013 – JANUARY 2016

### **Founder/Owner**, *Halena Designs*

- Founded and solely operated ecommerce business of culturally inspired accessories
- Spearheaded social media, marketing, logistics, web design, commerce and shipping
- Managed 10 “Brand Ambassador” interns

**Quality Assurance Specialist**, *Seagate Technologies*

- Oversaw operations of 30+ machines, 13+ employees and 8,000+ chemical processes per shift
- Conducted gap analyses; identified, investigated, diagnosed and troubleshooted glitches in process and implemented process improvements accordingly
- Ensured compliance with strict operation, cleanroom and safety guidelines

**VOLUNTEER WORK**

APRIL 2018 – PRESENT

**Innovation Team Co-Chair**, *Augsburg University*

- Managing collaborative efforts by Augsburg University and Lilly Endowment Inc. targeted at reducing food insecurity, substance abuse and building community in the Cedar-Riverside neighborhood

JANUARY 2013 – PRESENT

**Co-Founder/Partner**, *Project Hibri*

- Facilitating connections between diasporans and Eritrea via service, outreach and community
- Coordinated pilot project that adopted an elementary school in Gheleb, Eritrea

**SKILLS**

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Microsoft Office Suite	Customer Success
DashWorks	Jira
ITSM	SCCM
Project Management	UI/UX

**EDUCATION**

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University of Minnesota, Twin Cities, MN	2016	VALERE Consulting and Recruiting
B.S, Biology		UX Design
2018	2020 –In Progress	
York Solutions, Brooklyn Park, MN		Coursera
Project Management Certification, Agile Emphasis		Google IT Support Professional Certificate