

Walaa Fallatah

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Professional Summary

IT & System Analyst with 3+ years of experience in API integrations, ERP systems, and workflow automation across retail and technology sectors. Skilled in translating business requirements into technical solutions, optimizing processes, and implementing data-driven improvements that enhance operational efficiency and reduce manual workload.

Key Skills

- **Business & System Analysis:** Requirements Gathering, Process Mapping, Workflow Automation, User Stories.
- **API Integrations & Automation:** Meta APIs, Google Analytics, Tamara, Tabby, Aramex, Power Platform.
- **Data Analytics & Reporting:** Python, SQL, BI Dashboards, Digital Campaign Tracking.
- **Digital Marketing Integration:** Marketing platform & analytics integration, actionable reporting.
- **Testing & QA:** UAT, QA for integrated workflows.
- **Technical Tools:** HTML, CSS, JavaScript, CMS (WordPress, Shopify).
- **Collaboration:** Cross-functional teamwork, process improvement.

Experience

IT Specialist, Almoallim United (Feb 2022 – Present)

- Integrated Shopify, ERP, and payment APIs, reducing data errors.
- Automated customer service flows via Python & Power Automate, cutting processing time.
- Built compliant brand websites (Shopify, WordPress).
- Enabled real-time campaign tracking by integrating Meta API.
- Mapped workflows to identify automation opportunities.

IT & Digital Marketing Specialist, Octarium (Nov 2018 – Dec 2021)

- Led analysis and requirements for system upgrades.
- Managed digital campaigns (LinkedIn, Instagram, X), boosted engagement.
- Delivered UAT & QA for system integrations.
- Created documentation and KPI dashboards.

Education & Certifications

B.Sc. in Information Technology, Saudi Electronic University

- Certifications: Security+ (CompTIA)
- Business Analyst Nanodegree (Udacity)
- Product Manager Nanodegree (Udacity)
- Digital Marketing Nanodegree (Udacity)
- Google IT Support (Google)