

Why Me?

A Successful Data Analytics Practitioner requires two components: Technical Aptitude and Business Acumen. I am of the few that excel at both. With 15+ years experience on both the PM and Development sides, I am experienced taking a BI project from Inception to Actionable Insights. I love running a team, writing SQL, and creating dashboards. My career passion is helping organizations evolve from reactionary to proactive data-driven decision making to achieve success and drive growth.

Skills/Credentials

BI & Data Analytics Software Experience

- Microsoft SQL Server
- Snowflake
- Tableau Desktop, Server
- Toad Data Point

Programming Proficiencies

- T-SQL (Advanced, 15+ yrs experience)
- Excel (Advanced, VBA and SQL integration)
- Oracle, Postgres, MySQL (Advanced)
- Python (Intermediate)
- R (Intermediate)

Certifications [\(link\)](#)

Professional Affiliations

- Prof. Assoc. for SQL Server (PASS) - member

Education

M.S. Analytics
Georgia Institute of Technology
Expected May, 2024

B.S. Management Information Systems
Rochester Institute of Technology
May, 2007

Volunteer Passions

- Big Brothers Big Sisters of Atlanta
- Ronald McDonald House
- Atlanta Community Food Bank
- Southeastern Greyhound Adoption
- American Red Cross

Hobbies & Interests

Board Gaming, Mentoring, Scuba Diving, Skiing, Camping, Traveling.

References available on request.

[Schedule an interview](#)

Ideal Candidate for Fast Paced Data Analytics & BI Environments

Lead Data Analyst and BI Practitioner with over 15 years experience

Full Lifecycle from Inception to Development to Analysis to Visualization to Actionable Insights

Areas of Strength

- Mining, Manipulation, Comprehensive Analysis, and Presentation of Data
- Digesting and Summarizing Large Datasets into Actionable, Audience Tailored Results
- Problem Solving, Reverse Engineering
- Responsive to Direction, as well as Leading & Empowering Others
- Motivated Self-Starter Attitude, Dependable, Adaptive, Reliable

Work Accomplishments

Scientific Games, Atlanta, GA | *Manager of Analytical Systems / 2022 - Present*

- Responsibilities include monitoring ongoing database operations and performance, steering future database design, and implementing improvements on an ongoing basis.
- Responsible for owning the team's analytical data mart, which is comprised of industry data from multiple internal and external data sources.
- Partner on a daily basis with other analytical team leads, including the Manager of Data Science and Director of Business Intelligence.
- Partner closely with the software development team that manages the company's Business Intelligence (BI) platform.

THINKFUL, Remote | *Data Analytics Technical Expert (part-time) / 2018 - Present*

- Data Analytics Industry Professional that works with Thinkful's Data Analytics students on part-time basis.
 - Serve as a formal mentor to students, meeting 2x per week.
 - Conduct and grade students' capstone projects and presentations.
 - Conduct mock interviews to help students prepare for upcoming career search.
 - Serve as a formal technical coach for students that require additional curriculum help.

HD SUPPLY, Atlanta, GA | *Lead Data Analyst / 2016 - 2022*

- Created Customer Share of Wallet Model to more efficiently increase Life Time Value.
 - Allows marketers to see customer revenue opportunity by indexing purchase behavior against similar customers.
- Create Tableau Dashboards to analyze campaign results and drive marketing decisions.
 - Develop complex scripts and stored procedures to aggregate data from SAP, Salesforce Marketing Cloud, and various SQL Servers.
 - Create marketing campaign dashboards including web, email, and print campaigns to measure effectiveness and allow for data driven strategies.
 - Create non-campaign analysis and dashboards such as Brand Penetration, Customer Churn, and Share of Wallet.
- Worked with Data Architect to transition our BI data lakes, analytics, and reporting from on-prem SQL Server instances to cloud-based (GCP) Snowflake platform.
- Lead executive-level analytics and reporting for customers acquired following Home Depot acquisition.

BALLARD DESIGNS, Atlanta, GA | *Sr. Programmer Analyst, Manager / 2011- 2016*

- Created and Managed Data Analytics team including 1 direct report.
 - Analyzed customer, marketing and financial data in order to identify business trends and key performance metrics.
 - Worked daily with Print and Digital Marketing, Purchasing, Merchandising, Inventory, Planning, and Finance departments.
- Designed and implemented over 75 permanent Reports and Dashboards.
- Developed 7 highly successful triggered email campaigns to increase consumer engagement which drove \$17.1MM in additional sales in first half of 2016.

PCC CHERRY AEROSPACE, Santa Ana, CA | *MRP Systems Analyst, Developer / 2010 - 2011*

TOYOTA MOTOR ENGINEERING, Georgetown, KY | *Supply Chain Systems PM / 2007 - 2010*