

# William Higginbotham

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## Professional Summary

Data Analytics Professional with expertise in leveraging data to drive strategic decisions and optimize business outcomes. Skilled in Power BI, SQL, Tableau, and data visualization, with experience in automating reporting, analyzing trends, and delivering actionable insights. Adept at integrating data-driven strategies into marketing and operational initiatives to achieve measurable growth.

## WORK EXPERIENCE

### FirstSource

Remote

Data Analyst

June 2021 - Present

- Developed and optimized SQL queries in Oracle and MS SQL databases to extract, transform, and analyze large datasets, enabling more accurate trend analysis and actionable insights.
- Led the creation of a Power BI reporting tool, improving team efficiency by 5% through streamlined enrollment processes and error reduction.
- Designed and maintained custom reports using SSRS, integrating data from both Oracle and MS SQL, supporting cross-departmental reporting needs.
- Conducted regular ETL processes to extract, transform, and load data, ensuring data integrity and usability across multiple systems.
- Enhanced data quality by implementing automated data validation routines, reducing Medicare enrollment discrepancies and improving billing accuracy.
- Partnered with cross-functional teams to refine data pipelines, develop stored procedures, and support organizational goals with robust data solutions.

### Brooks Towers Condominium

Denver, CO

Manager

December 2018 - December 2020

- Oversaw the condominium's marketing team, managing project timelines, content calendars, and campaign budgets while fostering a productive environment.
- Led the team in developing and executing brand marketing strategies that aligned with company goals, increasing brand awareness and engagement among residents and the community by 40% over three years.
- Collaborated with internal teams on both online and offline promotional campaigns, including social media outreach, community events, and resident engagement initiatives. Launched monthly content updates, driving engagement across different channels.
- Conducted market research to identify opportunities for growth, analyzing trends to keep the brand competitive. Generated insights from campaign data to inform and drive strategy.

## EDUCATION

### University of Colorado

Denver, CO

Bachelor of Science

Graduated December, 2023

Major in Business Administration

Cumulative GPA: 3.4

Relevant Coursework: Marketing, Finance, Operations.

### Rice University Data Analytics Boot Camp

Remote

Relevant Coursework: Python API, Tableau, Modeling and forecasting, SQL, CSS, HTML Jan 2024 -July2024

## Skills and Certifications

**Technical Skills:** SQL, HTML/CSS, Power BI, Agile, Salesforce, Tableau, Microsoft and Google Workspace; Proficient in Python API

**Certifications & Training:** QuickBooks Desktop (Intuit), Google Analytics (Coursera)