



## About Me



Consultative, solutions-oriented data analyst with nine years' experience in using data to drive decision making. Skilled in requirements gathering, as well as extracting and transforming large data sets to uncover meaningful, actionable insights. Analytically minded and naturally curious, I perform my work with a high degree of integrity and accuracy.

## Work Experience

### 1010data

#### Solutions Consultant | July 2020 – Present

- Manage client portfolio of 40+ clients totaling over \$6M in annual recurring revenue
- Act as subject matter expert in conducting data analysis within the 1010data Vendor Portal
- Gather requirements, develop, and modify XML queries to extract data needed for analytics projects
- Advise clients on answering retail business questions using large data sets
- Create content for and lead “white-glove” trainings, geared toward individual users of all technical ability levels
- Present insights-driven presentations to executive-level leadership
- Troubleshoot data availability concerns, resolve in an efficient manner, escalate as necessary to ensure resolution
- Inform product roadmap by conducting gap analysis, gathering requirements, and conveying necessary information to cross-functional teams

#### Daymon Worldwide / Advantage Solutions (at Dollar General) | May 2018 – July 2020

##### Senior Analyst

- Provide impactful, data-driven recommendations aligning with stakeholder initiatives to grow share and identify business opportunities
- Reduce run-time of daily reporting by 30%
- Provide training to both client and internal teams on software, reporting, and the interpretation of data
- Assess reporting needs to develop efficient and easy-to-use reporting templates and dashboards
- Collaborate with client's senior leadership to provide interpretations and implications of internal and external data
- Track and report on financial performance and profitability of multi-million-dollar categories, brands, and items

### SymphonyRetailAI

#### Senior Campaign Manager | January 2017 – May 2018

##### Campaign Manager | October 2016 – January 2017

- End-to-end project management of 16-20 large-scale customer-direct marketing campaigns
- Collaborate with client leadership to offer strategic recommendations and improve performance, aligning with client's growth objectives
- Develop financial forecasts for marketing campaigns with estimated costs of \$1-2M, adjusting to accommodate budgetary constraints
- Analyze campaign performance and interpret results to optimize ROI of future marketing efforts
- Create recommendations to reduce customer acquisition cost and increase engagement

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**CLS Partners | May 2016 – October 2016**

**Data Analyst II**

- Support sales team by preparing engaging, concise, and data-driven materials
- Prepare client reporting including financial, demographic, benchmarking, and utilization analyses
- Act as subject matter expert on technologies used in support of sales initiatives
- Provide strategic recommendations with objective of reducing cost and achieving financial benchmarks
- Collaborate with service providers to obtain documentation and ensure adherence to project timelines

**Flowers Foods | June 2015 – May 2016**

**Category Data Analyst/ Onsite Account Manager (Ahold Delhaize)**

- Fully manage projects, including data acquisition, manipulation, and presentation to senior leaders
- Drive client value by ensuring client understanding insights and actionable potential of all deliverables
- Conduct primary research, offer data-based recommendations to drive growth and ensure adherence to client sales objectives for the Flower's brand
- Create insights-focused presentations that answer business questions, identify growth opportunities, and achieve business objectives
- Design, develop, and automate reports, ensuring timely and accurate delivery to client team
- Identified additional distribution opportunities with potential to increase weekly sales by 11%, \$270k annually

**SymphonyEYC**

**Customer Direct Marketing (CDM/CRM) Product Analyst | February 2015 – June 2015**

**Associate Manager, Category Management Insights (Ahold Delhaize) | July 2012 – February 2015**

**Analytics Training**

**Nashville Software School Data Analytics Bootcamp | Est. Graduation – June 2022**

Enrolled in a part-time, intensive data analytics bootcamp to strengthen skills in data mining, cleaning, and storytelling using industry-recognized and in-demand technologies

- Part-time program including extensive hands-on experience with SQL and advanced Excel
- Focus on cleaning large data sets and presenting data to communicate meaningful insights
- Visual representation of data and creation of dashboards in Excel, PowerBI, Tableau



**Technologies & Experiences**

- Atlassian JIRA / Confluence
- Microsoft Office – PowerPoint, Excel, Word
- Analysis of syndicated, point-of-sale, and shopper data