Maggie DeCampo

EXPERIENCED DATA ANALYST

☎ 717-422-1005

✉ mdecampo@gmail.com

📍 Nashville, TN

in linkedin.com/in/mdecampo

 github.com/mdecampo

ABOUT ME

Consultative, solutions-oriented data analyst with ten years' experience using large and disparate data sets to drive decision making. Naturally curious and analytically minded, I thrive on finding the "whys" in data and providing stakeholders with actionable recommendations.

SKILLS

- Atlassian JIRA / Confluence
- Microsoft Office – PowerPoint, Excel, Word
- SQL
- Python (Pandas, Numpy, Matplotlib)
- Power BI
- Tableau

EDUCATION

NASHVILLE SOFTWARE SCHOOL

January 2022 - June 2022

- Part-time program with extensive hands-on experience in SQL, Python, and advanced Excel including PowerPivot, pivot tables, macro recording and function writing
- Focus on cleaning large data sets and presenting insightful, actionable insights
- Data storytelling through Power BI, Excel, and Tableau dashboards

YORK COLLEGE OF PENNSYLVANIA

Bachelor of Science

August 2003 - May 2007

EXPERIENCE

SOLUTIONS CONSULTANT | JULY 2020 - PRESENT

1010data

- Act as subject matter expert in conducting data analysis within the 1010data platform
- Requirements gather, develop, and modify analytics queries to extract data, focusing on ease of use and replication
- Present detailed insights to executive-level leadership, champion data-driven recommendations
- Lead data quality assurance efforts, resolve concerns quickly and effectively

SENIOR ANALYST | MAY 2018 - JULY 2020

Daymon Worldwide / Advantage Solutions

- Combine data from multiple sources to provide impactful, data-driven recommendations; align to stakeholder initiatives to capture share and identify growth opportunities
- Track and report on financial performance and profitability of multi-million-dollar categories, brands, and items
- Develop efficient and easy-to-use reporting templates and dashboards

SENIOR CAMPAIGN MANAGER | OCTOBER 2016 - MAY 2018

SymphonyRetail AI

- End-to-end project management of large-scale customer-direct marketing campaigns
- Offer strategic recommendations to client leadership to 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

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EXPERIENCE, CONTINUED

DATA ANALYST II | MAY 2016 - OCTOBER 2016
CLS Partners

- Prepare client reporting including financial, demographic, benchmarking, and utilization analyses
- Provide strategic recommendations to clients with objective of reducing cost and achieving financial benchmarks
- Gather third party data, compile into insights-driven presentations in support of pre-sales activities
- Create and maintain Excel-based reporting templates

CATEGORY ANALYST | JUNE 2015 - MAY 2016
Flowers Foods

- Conduct primary research using POS and syndicated data (IRI), 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
- Drive client value by ensuring actionable potential of all deliverables