Dan Rosenthal

Data Scientist at El Pollo Loco
Aliso Viejo, California

Summary

Specialties: • Expert Microsoft SQL Server
• HTML, JavaScript, CSS, IIS, ColdFusion
• IBM Cognos
• SQL Server Reporting Services and Integration Services (SSRS & SSIS)
• API/XML/Soap/Web Services
• Payment Processing Gateways
• Strong Math and Analytical Skills
• Experience with ASP.net, PHP, XML, Java, Flash, Oracle, C#

Experience

El Pollo Loco
Sr. Systems Developer
June 2012 - Present (7 years 10 months)
Costa Mesa, CA

• Manage Databases, Data Warehouse, and COGNOS integration
• Work with Executive, Marketing, Finance, and Operations Teams to develop reports used for global company planning and decision making.
• SQL Server, Jasper Reports, C#.

Seaway Community HOA Board
President
2008 - Present (12 years)

Amonix
Senior SQL Developer
August 2011 - June 2012 (11 months)
Seal Beach

Amonix is the leading designer and manufacturer of concentrated photovoltaic (CPV) commercial solar power systems.
• Reports development (SSRS)
• Stored procedures
• Complex SQL queries

• C#/.Net development

Avanade
Senior SQL Server Developer
September 2010 - July 2011 (11 months)
Aliso Viejo, CA

• Assigned to Pacific Life project.

• Supported migration of mainframe data to upgraded SQL Server system.

• Investigated and solved data inconsistencies due to previously
undocumented mainframe rules.

Pacific Life
Senior SQL Server Developer
September 2010 - July 2011 (11 months)
Aliso Viejo, CA

• Employed by Avanade.

• Assigned to Pacific Life project.

• Supported migration of mainframe data to upgraded SQL Server system.

• Investigated and solved data inconsistencies due to previously
undocumented mainframe rules.

Dealtree.com, a Best Buy Brand
Senior Developer
July 2009 - March 2010 (9 months)

• Developed solutions and new functionality for various high-profile projects
with varying technologies including ColdFusion, API/XML/Soap web services,
and SSIS/SQL Server.

• Integrated 3rd party distributor products into flagship ecommerce website.
Functionality included loading inventory, price and availability checks, order
processing, and order tracking.

• Updated and maintained PayPal and eBay web service APIs for one of eBay
largest customers.

• Redesigned flagship SQL Server website database and front end to not
only be flexible for future growth, but to solve the issues that had arisen in the
previous model due to rapid company expansion.

El Pollo Loco
Reports
May 2009 - June 2009 (2 months)

• Employed by Tek Systems

• Worked with marketing, accounting, and operations executives to develop reports used for global company planning and decision making.
• Optimized stored procedures that previously ran 10+ minutes to run in < 10 secs.
• Used Jasper Reports, C#, and SQL Server stored procedures.
• Position was unexpectedly eliminated due to budgetary constraints. Received praise from superiors and VP of department on performance.

New Motion
2 years

Software Engineer
June 2007 - May 2009 (2 years)

• Managed data warehouse of several million records for profitable digital advertising and entertainment company.
• Designed, created and maintained multiple complex reports for top-level management using Microsoft SQL Server Reporting Services.
• Optimized heavily used SQL stored procedures for Atrinsic's branded websites.
• Streamlined daily reconcile processes to synchronize billing and subscription data.
• Wrote and modified Asp.NET projects as needed.

Developer/DBA
June 2007 - May 2009 (2 years)

• Managed data warehouse of several million records for profitable digital advertising and entertainment company.
• Designed, created and maintained multiple complex reports for top-level management using Microsoft SQL Server Reporting Services.
• Optimized heavily used SQL stored procedures for Atrinsic's branded websites.
• Streamlined daily reconcile processes to synchronize billing and subscription data.
• Wrote and modified Asp.NET projects as needed.

Volt Information Sciences
Senior Software Developer
July 2006 - May 2007 (11 months)

• Maintained internal recruiting and tracking website for one of the largest job placement companies in the U.S.

• Created new functionality for proprietary system which was built primarily with ColdFusion, JavaScript, and SQL Server.

Autobytel
Software Developer
June 2005 - May 2006 (1 year)

• Maintained one of the largest automobile information and lead generation websites.
• Optimized both SQL Server procedures and ColdFusion code.
• Ensured SOX Compliance which included project analysis and clearly documented technical specifications.

Intermix Media, Inc.
Software Developer
2002 - 2005 (3 years)

• Created and maintained e-commerce and content sites for one of the top internet companies in the world using ColdFusion, SQL Server, flash, and JavaScript.
• Created custom content management system (CMS) which allowed designers to upload files into one centralized system for publishing to one or more websites.
• Measurably increased website speed by implementing changes to our CMS publishing system.
• Created a fully customizable automated email system – complete with back-end reporting – which was used to secure new business.

ICX Electronics
Website Developer
2000 - 2002 (2 years)

• Created one of the largest online computer component exchange boards with over 1 billion parts listed.
• Designed and implemented "Connections Online" software, a completely customized, full-featured contact management system.

URM Group, Inc.
Director - Water & Sewer Division
1996 - 1999 (3 years)

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Education

California State University-Long Beach

BA, Business Administration: Management Information
Systems · (1997 - 1999)