Bruce A. Lee

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Experience

Data Analytics Consultant

Freelance   **10/2022 — Present**

- Partnered with leadership and end-users to define data requirements, enabling the design and implementation of data models using SQL via dbt—reducing data redundancy by 60%.
- Enhanced data pipelines through SQL and Python, improving data accuracy and reducing turnaround time for reporting by 50%.
- Delivered actionable insights by transforming complex ETL workflows into digestible processes for stakeholders via visualizations using Tableau that condensed metrics relevant to business initiatives.
- Deploys centralized analytics engineering solutions to consolidate disparate data sources and enable robust analytics for informed decision-making.

Data Integration Manager

Branching Minds   **7/2021 — 10/2022**

- Executed data integration, cleansing, and transformation tasks using SQL and Python, enhancing data accessibility and usability by automating implementation processes—enhancing delivery times by 200%.
- Built views for the organization's transactional PostgreSQL database, integrating APIs and AWS Athena to streamline reporting processes for stakeholders.
- Identified data quality issues and implemented solutions that reduced reporting time by 40%.
- Conducted cross-functional training sessions to empower teams in leveraging data for strategic decisions—and other capacity building interventions.

Customer Success Manager

Vocabulary.com   **8/2019 — 5/2021**

- Designed data-driven solutions using Salesforce and Tableau, capturing customer insights that reduced churn by 30%.
- Collaborated with product development teams to align client feedback with business strategies, driving customer satisfaction.
- Presented dashboards and insights to stakeholders using Tableau, translating data into actionable recommendations.
- Sustained a 98% satisfaction rating across the East Coast and international markets—expertly conveyed technical solutions and troubleshooting to a diverse customer base.

Data Analyst

AMI Kids Inc.   **8/2018 — 6/2019**

- Oversaw data analysis and delivered KPIs via Excel for a federally funded program, managing 3,000+ participants.
- Delivered KPIs and performance metrics for 21 Southeastern sites using advanced Excel functions and pivot tables.
- Ensured data uniformity and compliance with federal reporting standards, maintaining high levels of accuracy.
- Conducted statistical analyses to identify trends and provide actionable insights for grant compliance initiatives.

Core Competencies

SQL · Python · R · Tableau · dbt · duckdb · AWS · Git · Data Modeling · Data Management · Stakeholder Collaboration · Statistical Analysis · APIs · Data Integrations

Education

University of Central Florida, Orlando, FL
Bachelor of Arts, Sociology—Minor, Statistics