Alex Clark

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EXPERIENCE

Dixon Schwabl Advertising Rochester, NY
Database Specialist November 2019 – present

- Managed server maintenance including SQL server database creation, structure, maintenance, and inbound/outbound data flows.
- Used Python to access, pull, manipulate and store data from REST APIs.
- Used R to clean, manipulate and model data.
- Monitored daily data connections to ensure reliability and accuracy.
- Collaborated with Data Architect, supporting the building and maintenance of complex database systems for business intelligence and marketing applications for Dixon Schwabl and clients.
- Integrated existing APIs and supported the development of new APIs for data transfer and customization.
- Used R to automate the cleaning of +500,000 email addresses.
- Used Python to integrate data from contact management system to Salesforce.

University of Rochester Rochester, NY
Senior Information Analyst, College of Arts, Sciences and Engineering November 2018 – November 2019

- Manipulated complex data sets using student, faculty and course section data from multiple data sources
- Utilized R to perform predictive modeling on application status.
- Interpreted data results into meaningful reports for senior leadership and department heads.
- Work with the University-IT data warehouse team to perform ongoing data warehouse testing and refinement to ensure data integrity.
- Enhanced standard reports using the Cognos data warehouse and Tableau.
- Developed standard reports and templates that can be self-serve reports for end users.
- Collected, analyzed, and reported SAT and ACT scores for National rankings reporting.

University of Rochester Rochester, NY
Senior Information Analyst, Business Intellegence October 2016 – November 2018

- Leverage technical knowledge to improve efficiency of creating reports.
- Utilizing R, Python to automate reports.
- Complete annual surveys to the IRS and US News.
- Led consultative meetings with departments.
- Work daily with multiple large healthcare datasets.
- Develop applications in Spotfire.
- Create and maintain team SharePoint site.

EDUCATION

St. John Fisher College
Masters of Science, Data Science December 2020