

# Josh Burton

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## EDUCATION

### Bachelor of Science in Information Systems

Brigham Young University – Marriott School of Business

Provo, UT  
December 2025

- Specialized Courses: Database Systems, Exploratory Data Analysis, Data Visualization

## EXPERIENCE

### Data Analyst

Serenity Mental Health Centers

Lehi, UT  
June 2023 – Present

- Developed reporting on company KPIs using Excel, SQL, Power BI and Power Apps.
- Optimized Power BI report structure for less computationally demanding refreshes.
- Oversaw the training of all incoming junior analysts in their specific duties.
- Delivered data findings to executive team members through ADHOC analysis.

### Junior Data Analyst

Serenity Mental Health Centers

Lehi, UT  
Aug 2022 – June 2023

- Established the ACID SQL database model between the EHR and CRM.
- Assisted Serenity's BI Analyst in creating, updating and enhancing the business' Power BI reports.
- Led a team of 5 to scrub 10,000 referral records resulting in operational reporting visualizations.

### Marketing Specialist

Serenity Mental Health Centers

Lehi, UT  
Jan 2022 – Aug 2022

- Constructed a CRM for optimizing lead tracking and conversion.
- Implemented automated lead flow and patient email communication.
- Managed Meta and Google Advertising campaigns, resulting in a 56% decrease in cost per lead.

### Marketing Coordinator

Alpine Spinal Rehab

Provo, UT  
Oct 2021 – Jan 2022

- Managed all outward marketing communication efforts.
- Coordinated care with local primary care providers to enhance patient referral networks.

## LEADERSHIP & SERVICE

### Volunteer Representative

The Church of Jesus Christ of Latter-day Saints

Louisville, KY  
Sep 2019 – Sep 2021

- Created Excel based reporting for all digital marketing KPI's resulting in improved decision making.
- Supervised and trained a group of 250 volunteers on digital methods of missionary work.
- Contributed to various service projects and cultivated positive relationships within local communities.

## AWARDS, SKILLS & INTERESTS

- Experienced: SQL, DAX, M Query, Tableau, Power Fx.
- Proficient: Python, Django, HTML, Java, C++, JavaScript.
- High school record-holding swimmer.
- Pianist with 19 years of experience.
- Self-taught guitarist with 9 years of experience.
- Member of the Association of Information Systems.