***Jeff Gary***

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LinkedIn: https://www.linkedin.com/in/jeffrey-gary/ | GitHub: https://github.com/Jeff-Gary

*Highly motivated Business Intelligence and Data Analyst with a strong background in data visualization, data manipulation, CRM project management, and process improvement. Skilled in leveraging tools like Python, SQL, Excel, and HubSpot CRM to drive data-driven insights and enhance operational efficiency. Experienced in developing dashboards, conducting in-depth analysis, and presenting data narratives to non-technical audiences. Holds a Master’s in Digital Marketing and Analytics, with ongoing studies in Data Analytics & Visualization from Vanderbilt University.*

**Technical Skills**

Frontend: Excel, *Tableau, Javascript*

Backend: *SQL, Python, VBA Scripting, HubSpot*

**Work Experience**

***Kindly Human*** *05/2024 - Present*

*Business Intelligence Analyst Austin, Texas*

* Utilized data visualization tools such as Tableau and Python libraries (e.g., Matplotlib, Seaborn) to design and develop interactive dashboards and visualizations, enabling stakeholders to make informed decisions.
* Conducted in-depth analysis of complex datasets, providing actionable insights that drove business strategies and performance improvements.
* Employed web scraping techniques to gather relevant data from various online sources, enhancing the data pool for comprehensive analysis.
* Developed custom dashboards and reports, integrating data from SQL databases and employing advanced data manipulation methods for effective data communication.
* Presented data-driven narratives to non-technical audiences, ensuring clarity in communication of complex analytical results and insights.
* Built/Designed Revenue Operation pipelines within CRM Software (HubSpot).

***Crown Administrators*** *06/2023-11/2023*

*Business Operation/Data Analyst / CRM Project Management*

*Austin, Texas*

* Boosted purposeful operations collaboration between 4 companies totaling $100 million in revenue, to begin effective process and CRM consolidation and data migration projects.
* Synthesized current business intelligence or trend data to support recommendations for action using Tableau and Looker.
* Played crucial role in creating deal pipelines in HubSpot automation implementation for TruHealth revenue growth team.
* Designed, mapped, and optimized deal pipelines in HubSpot automation enhancing sales and operational efficiencies.
* Collected and analyzed business intelligence data from available industry reports, public information, field reports, and purchased sources including NPI registry and APC proprietary network database.
* Analyzed competitive market strategies through analysis of related products and market trends.
* Created market gap analysis and provided interactive data visualization tools using Tableau.
* Executed HubSpot Sales Hub CRM platform implementation and data migration from Pipedrive CRM platforms for TruHealth.
* Collaborated with TruHealth stakeholders to overhaul existing sales cycle and documentation process. Created customized dashboards and provided training.
* Selected by Point Health CEO to research and analyze technology trends to identify markets for future product development or to improve sales of existing products.

**Projects**

***Mental Health in the Workplace****| https://github.com/Ibraammasoud/Group-3 | Deployed Data Analyst and Visualization Specialist*

* *This project examines the impact of workplace environments and employer-provided mental health benefits on employees' attitudes toward mental health.*
* ***Description****: Our project investigates how factors such as mental health benefits, demographic influences, perceived risks, and remote work impact employees' willingness to discuss mental health and seek treatment. We analyzed data on wellness programs, geographical variations, and company size to understand workplace mental health trends and the stigma around mental health issues. Responsibilities included data analysis, creating visualizations, and interpreting results to identify key insights.*
* Tools/Languages: Python, Tableau, SQL, D3.js

**Education**

*Vanderbilt University, Nashville March 2025*

*Vanderbilt University Data Analytics Certificate*

*St. Edwards University, Austin Texas August 2024*

*Master of Science in Digital Marketing and Data Analytics*

*St. Edwards University, Austin Texas August*

*2023*

*Bachelor of Business Administration*