**Joseph Steele-Perkins**

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**Professional Summary**

Microsoft certificated database developer with 11 years of SQL Server and SSIS experience. Designed, developed and implemented data warehouse, data marts and reporting tools that support BI activities. Involved in entire software life-cycle from capturing requirements, specifying technical design to build and deployment.

**Core Competencies**

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| --- | --- |
| SQL Server/T-SQL | SSIS |
| Git/GitLab | ETL |
| PowerShell | SSRS |
| MS Access/VBA | SAP BusinessObjects BI Suite |
| Software Development Life Cycle (SDLC) | Jira administration |
| Data modelling | Database design, development and management (Data Warehouse and RDBMS) |
| DevOps principles | Agile methodology |

**Professional Experience**

**Reed Business Information Development Manager 2016-2018**

Responsible for data warehouse development and BusinessObjects support. Managed offshore development team, a Support Analyst and developers in other teams. Acted as subject matter expert to other teams and projects. Managed off-shore operations team and contractor.

* Led GDPR compliance activities for the marketing data warehouse and data marts. The activities were completed according to requirements, ensuring the databases were in a compliant state.
* Defined, documented and implemented development workflow and Git branching strategy. This decreased the incidents of reworks and allowed deployments to increase from monthly to weekly.
* On-boarded 3 offshore developers to a project development team within 2 weeks, enabling delivery within 30 days.
* Managed development of integration with Aventri events platform. Released on time and ensured users had uninterrupted access to events data.
* Developed data extracts and wrote supporting documentation for New Scientist during its divestment. Data was supplied on cut-over date and ensured RBI met its contractual commitments.

**Reed Business Information Lead Database Developer 2010-2016**

Led data warehouse development and BusinessObjects implementation and support. Managed off-shore development team. Hired and managed Support Analyst and various contractors.

* Set up an offshore development team, significantly increasing the amount of development that could be delivered. Ensured integration of a key business into the data warehouse within 6 months.
* Implemented SAP BusinessObjects giving marketing users access to advanced BI tools for the first time.
* Created Jira project and migrated backlog. Set up workflow, Kanban board and reports. This enabled workflow to be better managed and gave stakeholders a clear view of items’ progress.
* Designed and developed a solution to integrate data warehouse into Qualtrics. This enabled the implementation of continuous-NPS which increased the frequency of product feedback from 2 to 24 times a year.
* Led development on an improved process for deriving a single customer view. Improved matching rate to over 99% accuracy.

**Reed Business Information Database Developer 2007-2010**

Initially responsible for the redevelopment of an Oracle data warehouse and then its recreation in SQL Server.

* Led development of the data warehouse and data marts. Designed and developed robust ETL capabilities and an optimised reporting layer. Embedded business logic in the data transformation process. By bringing the warehouse in-house, significant monthly saving was made and additional functionality was available for the first time (e.g. single customer view.)
* Integrated warehouse with 15 data sources including Salesforce, Eloqua, ExactTarget, Qualtrics and Dun & Bradstreet.
* Created a generic load facility for the data warehouse enabling sources to be rapidly integrated. Allowed sources to be integrated within 2 weeks and with no data warehouse development.

**Freelancing 2010, 2017**

* Created Access databases for two private clients. Established requirements, designed and developed backend database and front-end forms. This enabled both clients to expand their businesses.

**Complinet Business Information Manager 2004-2007**

* Managed Business Information team, responsible for the acquisition, maintenance and delivery of CRM data to the company and the data management of Salesforce.

**Travelling and working in New Zealand 2003-2004**

**Sweet & Maxwell Database Manager 2000-2003**

**Federation of Master Builders Membership Administrator 1998-2000**

**Professional Development 2019**

* Created a robust and optimised deployment solution for SQL databases based on the principles of continuous delivery and test-based development. Gained good understanding of DevOps software development practices.

**Education and Qualifications**

* 2019 – Microsoft Certification 70-463 - Implementing a Data Warehouse with Microsoft SQL Server
* 1997 - BSc Psychology and Computing – Bournemouth University, 2.1