

EDWARD L. COLLINS

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Professional Summary:

Analytics-driven data professional with 10+ years of experience building scalable, trusted data models and empowering cross-functional teams through accessible, actionable insights. Proven ability to align analytics infrastructure with business goals by creating robust data pipelines, metric definitions, and semantic layers that power data literacy across organizations.

Technical Skills:

Data Management and Analysis: Microsoft Fabric, SQL, Alteryx, SPSS, Excel
Programming Language: Python
Data Visualization: PowerBi, Tableau

Professional Experience:

Senior Data Analyst

University of Texas Permian Basin, Odessa, TX | April 2024 – Present

- Design, implement, and maintain ETL/ ELT processes to collect, clean, and transform data into usable formats for analytics and reporting.
- Collaborate with analysts and stakeholders to deliver dashboards, reports, and data models to understand business trends.
- Conduct data analytics to identify opportunities for optimization and innovation across systems, workflows, and customer experiences.

Director of Research and Evaluation

National Society of Black Engineers (NSBE), Alexandria, VA | January 2022 – March 2024

- Designed and maintained scalable ETL pipelines in SQL across Azure environments, reducing manual data prep time and improving operational efficiency by 40%.
- Partnered with cross-functional teams to define and implement a unified data dictionary, improving data literacy and governance.
- Developed and launched Power BI dashboards that supported C-suite decisions across program engagement, retention, and growth.
- Implemented data validation frameworks that increased the accuracy and trust of organizational KPIs by 30%.

Manager, Analytics

Southern Methodist University, Dallas, TX | August 2016 – January 2022

- Designed and maintained star schema data models to support customer success KPIs, increasing dashboard speed by 35%.
- Built SQL-based pipelines and implemented star schema data models to support institutional analytics for 80+ academic units.
- Created data ingestion pipelines and monitored performance for high-volume career and enrollment datasets.
- Developed Tableau dashboards visualizing KPIs related to customer engagement, enrollment trends, and performance metrics.
- Served as data governance lead, aligning teams on shared data definitions.

People Analytics Manager

Kent State University, Kent, OH | July 2013 – June 2016

- Engineered Python and SQL workflows for talent data integration, enabling executive dashboards on diversity and retention.
- Collaborated with HR tech teams to enhance recruitment analytics with data pipelines tracking applicant conversion rates.
- Developed and documented metadata standards to ensure consistency and lineage for analytics data.

Education & Certifications

IBM Data Engineering Professional Certificate – *in progress*

Ph.D. in Higher Education Leadership
University of Nevada Las Vegas, Las Vegas, NV

M.Ed. in Educational Administration
University of New Orleans, New Orleans, LA

B.S. in Nutrition and Food Science
Louisiana State University, Baton Rouge, LA