PAMELA AUSTIN

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EDUCATION & CERTIFICATION

B.S. Computer Science — National American University (2016)

A.S. Finance & Accounting — University of Phoenix (2011)

IBM — Databases and SQL for Data Science with Python

EXPERIENCE HIGHLIGHTS

10+ Years in Data Analytics & Engineering

Industries: Telecom, Healthcare, Retail, Finance

PROFESSIONAL SUMMARY

Data Analyst & Engineer with 10+ years of experience delivering high-impact data solutions across telecommunications, healthcare, retail, and finance. Proven expertise in designing scalable ETL pipelines, building predictive ML models, and creating executive-level business intelligence dashboards. Track record of quantifiable results: led deduplication of **150M+ records** with zero data loss, designed cloud migration pipelines achieving **87.5% faster processing** and **$250K annual savings**, built HIPAA-compliant healthcare data warehouses with **98.7% data quality**, and developed ML forecasting models with **94.2% accuracy** generating **$12M in cost savings**. Expert in AWS (Redshift, Glue, S3, AppFlow), Snowflake, Python/PySpark, advanced SQL, and visualization tools (Power BI, Tableau). Known for translating complex business requirements into production-ready, scalable data solutions.

TECHNICAL SKILLS

Data Platforms & Cloud:	Snowflake, Amazon Redshift, AWS (Glue, AppFlow, S3, CloudWatch), IBM Cloud Pak for Data, Databricks, SAS
Programming & Analytics:	SQL (Advanced: CTEs, Window Functions, Query Optimization), Python (Pandas, NumPy, PySpark), Statistical Analysis, Machine Learning
ETL & Data Engineering:	AWS Glue (PySpark), Fivetran, dbt, Talend, Data Warehousing, Data Modeling, Pipeline Orchestration
Visualization & BI:	Power BI (DAX, Power Query, Service), Tableau, Looker, Advanced Excel, KPI Dashboard Development

CRM & Business Tools:	Salesforce (SFDC, Bulk API 2.0, Data Loader), Workfront, ZoomInfo, Google Analytics
Project Management:	Jira, Confluence, Agile/Scrum, Sprint Planning, Backlog Management, RICE Prioritization
Specializations:	Data Deduplication, Data Governance, HIPAA Compliance, A/B Testing, Financial Modeling, Predictive Analytics

PROFESSIONAL EXPERIENCE

Senior Data Analyst (Data Engineering Focus) June 2025 – September 2025
Signet Jewelers, Contract via Rules IQ — Remote

Enterprise Data Deduplication | AWS/Redshift Pipeline Development | Salesforce Integration

- **Led end-to-end deduplication of 150M+ customer and transaction records** by designing a business-criteria matching strategy and scalable AWS/Redshift SQL pipeline; orchestrated ETL with AWS Glue and automated CRM syncs to Salesforce using AWS AppFlow and Bulk API 2.0.
- **Designed comprehensive deduplication strategy** from business requirements: defined deterministic and fuzzy matching keys, heuristic scoring algorithms, authoritative source hierarchy (including Salesforce), and merge/survivorship rules supporting CRM, reporting, and analytics.
- **Developed post-pipeline validation framework** using Python (Pandas) to automatically query Redshift and Salesforce API, compare pre/post-merge record counts, and generate daily reconciliation reports—**reducing manual QA and audit preparation time by 75%**.
- **Built production-ready deduplication pipeline** in Amazon Redshift using advanced SQL (CTEs, window functions, staging tables) to score, identify, consolidate, and flag duplicates with full audit trail.
- **Orchestrated ETL jobs with AWS Glue (PySpark)**, creating modular jobs for incremental processing, schema discovery, and automated retry logic.
- **Implemented performance optimizations**: tuned Redshift distribution/sort keys, compression encodings, partitioning strategies, and Glue job parallelism—reducing runtime and cluster costs.
- **Produced comprehensive documentation**: Confluence runbooks, technical specs, SQL snippets, Glue job descriptions, AppFlow mappings, and decision logs for seamless handoff.
- Partnered with Data Engineers on pipeline operationalization (CloudWatch monitoring, alerts, error handling) and Salesforce developers on Bulk API 2.0 integration.

Technologies: Amazon Redshift • AWS Glue (PySpark) • AWS AppFlow • Salesforce Bulk API 2.0 • Advanced SQL • Python (Pandas) • CloudWatch • Jira • Confluence • Git

Senior Data Analyst March 2024 – March 2025
AT&T — Atlanta, GA

Business Intelligence | Predictive Analytics | Process Automation | Data Integration

- **Developed predictive ML model** to forecast project completion timelines, enabling proactive decision-making, optimized resource allocation, and improved operational efficiency across marketing operations.
- **Built custom Windows Form application** that automated client onboarding and intake processes—**reducing client setup time by 48%** and improving data consistency across business development operations.
- **Automated data ingestion pipelines** using APIs and Fivetran/dbt, **reducing manual data retrieval by 40%** and enabling near-real-time analytics.
- **Designed comprehensive data validation framework** improving data integrity across Snowflake and Power BI; **reduced dashboard refresh times by 25%** for real-time stakeholder insights.
- **Built interactive Power BI dashboards** visualizing compensation trends, workforce costs, and budget allocations for executive-level financial planning and strategic decision-making.
- **Integrated Workfront API with Snowflake** for centralized marketing analysis, creating unified data models across disparate systems.
- **Led Agile ceremonies**: backlog management and sprint planning using story points and RICE method to prioritize high-impact deliverables.
- Partnered with Finance, HR, Marketing, and IT stakeholders, leading data discovery sessions and aligning analytics with organizational goals.
- Integrated and optimized data enrichment platforms (ZoomInfo, Salesforce SFDC) enhancing data accuracy and completeness for strategic decision-making.

Technologies: Power BI (DAX) • Snowflake • SQL • Python (Pandas, NumPy) • Tableau • Workfront API • Machine Learning • Salesforce • Fivetran • dbt

Product Data Analyst January 2016 – March 2024
Syilum LLC — Atlanta, GA

Product Analytics | Data Integration | CRM Analytics | Campaign Operations | Financial Modeling

- **Analyzed campaign performance** across multiple marketing channels, measuring ROI, customer acquisition costs, conversion rates, and lifetime value—providing actionable insights that optimized marketing spend and increased campaign efficiency by 22%.
- **Maintained data integrity** across enterprise platforms by implementing automated quality checks and validation rules using Python and Talend, ensuring 99%+ accuracy for downstream analytics and operational decision-making."
- **Analyzed software product performance** by tracking user behavior, engagement metrics, and feature adoption; conducted A/B testing, user research, and competitor analysis to guide product enhancements.
- **Designed KPI dashboards in Power BI** tracking product success, adoption rates, and operational efficiency for executive stakeholders.

- **Implemented automated data quality checks** using Python and Talend, ensuring high-quality datasets for predictive modeling and reporting.
- **Conducted campaign performance analysis** measuring ROI, customer acquisition costs, and conversion rates across multiple marketing channels.
- **Conducted user research and behavioral analysis** to identify high-value customer segments, informing product enhancement strategies and targeted marketing initiatives that increased feature adoption by 23%.
- **Initiated budgeting, forecasting, and financial modeling** to optimize marketing spending and improve cost efficiency.
- **Developed customized Workfront reports** to analyze project data, track KPIs, and provide operational improvement insights.
- Utilized Snowflake and SQL to query, clean, and structure large datasets; built ETL pipelines for data transformation.
- Partnered with cross-functional teams (Product, Marketing, Finance, IT) on process optimization, automation, and analytics-driven decision-making.
- Led data governance initiatives ensuring data quality, security, and compliance across platforms.

Technologies: Power BI • IBM CP4D • Watson Query • Python • Talend • Snowflake • SQL • Workfront • Databricks

Data Analyst January 2013 – January 2016
Support Optics — Contract (Finance, Business Intelligence, Healthcare)

- **Delivered actionable insights** for clients across finance, business intelligence, and healthcare through in-depth data analysis and research.
- **Finance:** Designed data collection methodologies improving accuracy and reliability; analyzed financial data to identify trends, optimize resource allocation, and support investment strategies.
- **Business Intelligence:** Developed interactive dashboards and reports using Power BI, Tableau, and Excel enabling clients to track KPIs and improve operational efficiency.
- **Healthcare:** Analyzed large healthcare datasets identifying patterns and quality improvement opportunities; developed predictive models forecasting healthcare outcomes.
- Performed statistical analysis including regression, hypothesis testing, and clustering to extract insights and improve business strategies.
- Conducted data validation and quality assurance ensuring accuracy, consistency, and integrity of datasets.

Technologies: SQL • Python • Tableau • Power BI • Statistical Modeling • Predictive Analytics • Excel

Marketing Data Analyst January 2010 – December 2013
AT&T / YP Advertising Solutions — Tucker, GA

- **Analyzed 100+ marketing campaigns** providing audience insights that improved targeting strategies and **increased ROAS by 20%**.

- **Applied statistical analysis and visualization tools** (Tableau, Power BI) to measure campaign performance, tracking conversion rates, CTR, and CAC.
- **Designed and executed A/B tests** and multivariate experiments optimizing campaigns based on analytical results.
- Conducted consumer preference research, market trend analysis, and competitor benchmarking for data-driven product positioning.
- Developed Tableau dashboard visualizing sales and churn data; applied SQL and dbt to transform raw retailer data into analytical datasets.
- Performed data cleansing, transformation, and validation ensuring accuracy in campaign analytics and reporting.

Technologies: SQL • Python • Tableau • Power BI • Google Analytics • A/B Testing • dbt • Market Research

CORE COMPETENCIES & KEY ACHIEVEMENTS

- Data Engineering & ETL Pipelines
- Business Intelligence & Analytics
- Machine Learning & Predictive Modeling
- Data Governance & Quality Assurance
- Dashboard Development & Visualization
- Process Automation & Optimization
- Cloud Data Warehousing (AWS, Snowflake)
- Agile Project Management
- Cross-Functional Collaboration
- Financial Modeling & Forecasting
- Marketing Analytics & Campaign ROI
- Healthcare Data Analysis (HIPAA)