

# 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 – Database and SQL for Data Science with Python

## EXPERIENCE HIGHLIGHTS

10+ years in Data Analytics & Engineering  
Industries: Marketing, Telecom, Retail, Finance

## PROFESSIONAL SUMMARY

**Data Analyst & Engineer** with 10 years of experience delivering high-impact data solutions across marketing, 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, 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
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, RACI Matrix, RICE Prioritization
Specializations:	Data Deduplication, Data Governance, HIPAA Compliance, A/B Testing, Financial Modeling, Predictive Analytics

## PROFESSIONAL EXPERIENCE

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Financial Data Analyst June 2025 – September 2025

Signet Jewelers, Contract via Rules IQ – Remote

*Designed and implemented automated M&A financial data integration platform using Databricks, Python, and SQL to support due diligence and standalone financial statement preparation for acquisition targets.*

### Key Contributions:

- **Data Platform Architecture:** Built Databricks lakehouse with medallion architecture (bronze/silver/gold) integrating SAP FICO, Oracle Financials, and legacy ERPs; processed 15.2M+ GL and sub-ledger records with complete audit trail for SOX compliance
- **Financial Consolidation Automation:** Developed Python notebooks automating GL extraction, chart of accounts mapping (350+ rules), and GAAP policy harmonization (ASC 606/842); reduced consolidation timeline from 6 weeks to 5 days
- **Accounting Policy Translation:** Implemented revenue recognition adjustments, depreciation method harmonization, inter-company eliminations, and purchase accounting logic enabling accurate pro-forma financial statements
- **AI-Driven Process Enhancement:** Demonstrated curiosity and initiative by integrating AI and machine learning capabilities into Databricks-based financial workflows, including automated GL anomaly detection, intelligent chart of accounts mapping, and predictive error flagging — transforming a manual 6-week consolidation process into a 5-day automated pipeline.
- **Executive Storytelling & Advanced Excel:** Developed executive presentations and financial models using Advanced Excel (complex formulas, pivot tables, scenario analysis, VBA macros) and PowerPoint to communicate M&A findings, volume trends, and deal impact to C-suite stakeholders — translating complex financial data into clear, actionable narratives for non-technical audiences.
- **Data Quality & Validation:** Build automated trial balance reconciliation framework achieving 99.8% accuracy; identified \$12.6M in accounting errors across 4 transactions enabling purchase price adjustments
- **Executive Reporting:** Created Power BI dashboards with DAX measures for EBITDA analysis working capital trends, and financial KPIs; configured DirectQuery to Databricks SQL endpoints with row-level security for deal confidentiality
- **M&A Deal Support:** Enabled \$450M+ in successful acquisitions; financial forensics uncovered \$4.8M revenue recognition error leading to \$3.2M price renegotiation on single deal

Technologies: Databricks | Delta Lake | PySpark | Python | Advanced SQL | SAP FICO | Oracle Financials | Power BI | ETL | AI Medallion Architecture | Advanced Excel | Powerpoint

Data Analyst – Senior 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.
- **AI-Driven Operational Intelligence:** Leveraged machine learning and AI technologies within Snowflake and Python environments to build predictive models forecasting marketing campaign volumes, project bottlenecks, and resource needs; proactively surfaced AI-generated insights to leadership, enabling data-driven decisions that reduced operational escalations by 30%.
- **Executive Communication & Advanced Excel:** Leveraged Advanced Excel (VBA macros, Power Query, dynamic pivot tables, What-If analysis) alongside PowerPoint to develop strategic presentations for Finance, HR, Marketing, and IT leadership; translated complex data from Snowflake and Power BI into compelling visual narratives highlighting volume trends, cost drivers, and actionable recommendations.

- **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.
- **Build 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 methodology to prioritize high-impact deliverables.
- **Collaborated 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, Custom Windows Form) Enhancing data accuracy and completeness for strategic decision-making.

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

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.
- **Let data governance initiatives** ensuring data quality, security, and compliance across platforms.

Technologies: Power BI | Snowflake | SQL | Python | Workfront | Databricks | Talend | IBM CP4D | Excel |Powerpoint

Data Analytics Consultant January 2013 – January 2016

Support Optics – Contract Consultant

*Finance | Business Intelligence | Healthcare*

- Provided on-demand, hourly data analytics consulting services to business clients across multiple industries — delivering expert support remotely via phone, email, Zoom, and Teams to solve data challenges and guide strategic decision-making.
- Consulted with finance clients to analyze financial data, identify trends, design data collection methodologies, and deliver recommendations for resource allocation and investment strategies.
- Partnered remotely with business intelligence clients to build interactive dashboards and reports in Power BI, Tableau, and Excel — empowering clients to track KPIs and improve operational efficiency independently.
- Advised healthcare organizations on large-scale dataset analysis, identifying quality improvement opportunities and developing predictive models forecasting patient outcomes.
- Delivered statistical analysis engagements including regression, hypothesis testing, and clustering — translating complex findings into clear, actionable client recommendations via presentations and reports.
- Conducted data validation and quality assurance reviews ensuring accuracy, consistency, and integrity of client data across all engagements.

Technologies: SQL | Python | Tableau | Power BI | Statistical Modeling | Predictive Analytics | Excel | Powerpoint | Zoom | MS Teams | Excel

Marketing Data Analyst January 2010 – December 2013

AT&T / YP Advertising Solutions

*Analyst | Marketing | Sales | Business Intelligence*

- **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 (Snowflake, Databricks, AWS)
- Agile Project Management
- Cross-Functional Collaboration
- Financial Modeling & Forecasting
- Marketing Analytics & Campaign ROI
- Healthcare Data Analysis (HIPAA)