

## RUSSELL WHEALDON

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### Experience

#### ClickFluent – *Digital Marketing Consultancy*

Remote

##### Data Analyst

July 2023 - Present

- **Managed data governance and integration projects** for 30+ clients, overseeing Google Cloud infrastructure, BigQuery, IAM, and APIs; coordinated with management and clients on database needs, ensuring data quality, availability, and privacy through effective pipeline and warehouse execution
- **Developed Python-based web applications with SQL and GCP integration**, focusing on automated reporting dashboards, NLP for keyword analysis, and Machine Learning for bid engines, automating approximately 90% of these processes for stakeholders.
- **ETL platform management and client onboarding**, leveraged Funnel.io (ETL service) to connect to Platform data sources including Meta, Google, Microsoft, and others using API connections and transform data for company use. Familiar with Snowflake integration for client onboarding.
- **Tableau server administration and dashboard creation**, oversee suite of reports where I administered credentials and access across the company and clientele as well as curated data for use across accounts.
- **Trained and managed junior Data Analyst**, teaching best practices for Data storage, transformation, and dashboard creation for business intelligence. Delegated work across new projects.

#### Treasury4 – *Treasury Data Management SaaS Startup*

Spokane, WA

##### Data Analyst

March 2022 – June 2023

- **Supported the software development team in the creation of over 50 dashboards**, to be integrated into our service using Tableau and Power BI. Focus on best practices of efficient querying and clear data visualization.
- **Hands-on experience with SQL Server sandbox management**, learning the basic principles of database management and leveraging the DB for proof of concept and research projects.
- **Data Extraction and Transformation using ETL tools**, including Azure Data Factory for SQL integration and Databricks for Machine Learning applications.
- **Led the development of a Robotic Process Automation tool**, to streamline data entry from client documentation, demonstrating the ability to design, build, and launch new data models and visualizations in production.

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### Education

#### Georgetown University, McDonough School of Business

Washington, DC

MS Business Analytics – 3.82 GPA

Dec 2023

- Worked with Deloitte Sustainability to leverage ML techniques to better understand Natural Disaster Impact
- Completed degree while working full-time developing advanced organization and time management skills

#### Gonzaga University, School of Business

Spokane, WA

BBA with concentration in Management Information Systems - 3.94 GPA

May 2022

- Graduated Summa Cum Laude
- President's List Fall 2020, Fall 2021
- Beta Gamma Sigma, International Business Honor Society, President of Tech in Business Club

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### Technological Skills

- Proficient in Python, SQL, and R for data manipulation, storage, analysis, backend dev, and ML.
- \*Certified Google Cloud Engineer, experienced in cloud architecture, computing, storage, and security
- \*Certified Tableau Data Analyst, advanced in report building, data management and server management
- Skilled in building data pipelines using ETL tools such as Data Factory, Databricks, Funnel.io, and Snowflake
- Experienced in data visualization with Tableau, Power BI, and custom Python to show key insights meaningfully.
- Solid understanding of Machine Learning theory, commonly used models, and their application
- Competent in API usage and integration