

Tiffany Wang

Principal Analytics Engineer | Data Evangelist | Decision Intelligence Architect

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SUMMARY

8+ years architecting **enterprise data ecosystems** that drive 40% faster business decisions. Expert in SQL⁺-driven ETL optimization and metric modeling, delivering \$2B+ transaction visibility through self-serve analytics. Certified Databricks⁺ specialist with a track record of building cross-functional data cultures in hyper-growth environments.

TECHNICAL SKILLS

Core Stack:

SQL⁺ (CTEs/Window Functions), dbt⁺, Airflow⁺, BigQuery⁺, Tableau⁺

Data Architecture: Kimball Modeling, Slowly Changing Dimensions, ELT Pipeline Design

BI & Collaboration: Looker⁺, Sigma, Stakeholder Needs Translation, Data Democratization

Certifications: Databricks Certified Data Engineer, Google Cloud Professional

PROFESSIONAL EXPERIENCE

Capital Group | Lead Analytics Engineer

Irvine, CA | 2019–2023

Enterprise Metric Framework (dbt⁺ + BigQuery⁺)

- Built 50+ certified data models tracking 200+ KPIs, reducing metric definition conflicts by **75%**
- **Technical Choice:** Implemented dbt⁺ over custom Python scripts, improving ELT maintainability score by **63%** (via DataOps maturity assessment)

- Designed **Tableau**[†] executive dashboards with dynamic scenario modeling, adopted by C-suite for \$500M budget planning

Cross-Functional Data Culture Initiative

- Trained 120+ non-technical users on self-serve analytics tools, increasing BI adoption by **300%**
- **Hook:** Created "Data Literacy Playbook" with 25+ reusable SQL[†] snippets, reducing ad-hoc requests by **40%**

Online AI & ML Program | Data Products Architect

Remote | 2023–Present

Unified Customer 360° Model

- Consolidated 8+ source systems into Snowflake[†] using Type 2 SCDs, improving customer LTV prediction accuracy by **28%**
- **Impact:** Reduced customer churn by **15%** through real-time engagement alerts

Experiment Analytics Acceleration

- Automated A/B test result calculation from 24hr → 45min using dbt[†] incremental models
- Built Looker[†] blocks with statistical significance flags, adopted by 50+ product managers

KEY METRICS & IMPACT

- 75% Reduction in Metric Conflicts | \$500M Budget Influence | 300% BI Adoption Growth

[†] JD-Aligned Keywords

SQL/dbt/Airflow | Tableau/Looker | Data Modeling | ETL Optimization | Cross-functional Collaboration