

Andrew R. Goss

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SUMMARY

- Technical team leader with consulting background producing database marketing solutions for high-profile clients
- Unique exposure to entirety of software development lifecycle from gathering customer requirements to releasing custom code into live production instances
- Active client-facing experience in serving major corporations such as Hewlett-Packard, Universal Technical Institute, Reed Elsevier, and Diversified Business Communications
- Consummate lifelong learner with online presence that demonstrates ongoing commitment to improving skills as well as constant engagement with industry news, trends, and events

EXPERIENCE

Technical Consultant | April 2014 – present

QuickPivot Inc. | Boston, MA

- Global demand platform lead on account technical team for company's largest client, Hewlett-Packard. Highly-customized data warehouse system supports more than 200 continuous data integrations and a growing base of 47M+ marketing contact records from 170 countries
- Responsible oversight of global response management (GRM) system involves over one thousand ETL business rules, an extensive assortment of data warehouse tables, and numerous integrations with external systems
- Team expert in supporting end to end automated data extraction/load processes that regularly refresh data repositories used by graphical user interface data analysis and segmentation tools
- Spearheaded initiative to research, develop, and migrate reporting infrastructure to SSRS –automated jobs now being used for production monitoring and client-facing reports
- Comprehends business requirements and translates logic into code through design, ETL development, unit testing, and release phases. Key contributor towards meeting ongoing production SLAs as well as delivering additional strategic, revenue-generating projects
- Manages ongoing queue of technical cases and resources to ensure enhancements and fixes are implemented effectively across entirety of software development life cycles
- Regularly communicates project status and interprets code logic for non-technical audiences including internal business teams and global HP demand management system teams (AMS, EME, APJ)
- Continually drives process improvement through task automation, data audits, and methodology documentation
- Supports secure data transfer methods of transformed client data through file encryption, SFTP connections, API calls, batch scripting, and C# applications. Refactored numerous legacy applications to utilize configurable code, robust logging, and improved exception error handling
- Reorganized development documentation library and contributed numerous new materials such as database diagrams and high-level Visio process flows
- Automates SQL job monitoring tasks to proactively identify and tune high-cost queries and procedures
- Manages code modifications within source control tools (SVN) and follows proper release processes

Account Manager | June 2013 – April 2014

QuickPivot Inc. (formerly Extraprise) | Boston, MA

- Managed and trained junior team members, led client-facing calls, attended onsite meetings, and regularly met with senior management regarding RFPs, SOWs, and general account strategy
- Interfaced with clients in creating business requirement specifications for system enhancements
- Authored change control documents and translated use cases into test scenarios and detailed test plans, conducted data quality assurance in test database instance
- Executed production audits and owned in-depth data investigations necessary for client and vendor support cases
- Led onboarding calls for new vendors, managed ongoing relationships, and helped ensure contractual lead generation guarantees were met through downstream distribution reporting
- Solution architect for marketing automation platforms Marketo and Aprimo. Evaluated contact behavior and overall campaign performance metrics to offer consultative guidance on increasing number of sales qualified leads

Marketing Specialist | April 2012 – June 2013**QuickPivot Inc. (formerly Extraprise) | Boston, MA**

- Member of multiple high-performance teams responsible for demand generation programs as well as strategic and operational database marketing campaigns through Aprimo marketing automation platform
- Worked directly with partner customer support teams to resolve tool defects, identify best practices, and review product roadmaps
- Constructed complex waterfall segmentations of contact datasets to map campaigns to relevant prospect groups
- Created emails, landing pages, and dynamic web forms while adhering to client corporate branding guidelines
- Performed detailed analysis of lead nurturing programs to measure client initiatives and ensure marketing success

Marketing Specialist | July 2011 – April 2012**Gemini Transportation Underwriters | Boston, MA**

- Assisted executive leadership with strategic planning by providing clear, concise results of extensive market and competitive research
- Collaborated with corporate parent social media team in strategy development and execution
- Handled webmaster responsibilities including basic traffic analytics, content/layout improvements through HTML/CSS manipulation, and search engine optimization tactics
- Designed new marketing materials and advertisements using Adobe CS5.5 products
- Four targeted prospects were successfully converted into customers, resulting in over \$1M in new business premium

SKILLS OVERVIEW

General – database marketing, ETL code development: {*stored procedures, SSIS, SSRS*}, marketing automation, business intelligence, relational database design, secure data transfer, web applications, consulting, account management, cross-functional team relationships, client-facing communication, training/onboarding, process methodology

Software – Microsoft: {*SQL Server Management Studio, Visual Studio, Visio, Office*}, Trello, Tortoise SVN, UltraEdit, Notepad++, QuickTarget, SDL, Adobe: {*Dreamweaver, Illustrator, Photoshop, Fireworks*}, Google App Engine, Google Cloud Platform, Google Analytics, Eloqua, Marketo, Aprimo

Programming/Markup Languages – T-SQL, C#, DOS batch scripting, XML, Visual Basic, HTML, CSS

CONTINUING EDUCATION

Udemy: The Ultimate Python Programming Tutorial

Udemy: Programming for Beginners in C#

Global Knowledge: M10777 Implementing a Data Warehouse with Microsoft SQL Server 2012

Global Knowledge: M10775 Administering Microsoft SQL Server 2012 Databases

Hands on Technology Transfer: SQL Programming

Developing Leadership Capability: LDR 6100

EDUCATION

Northeastern University, Boston, Massachusetts | **September 2011**

Master of Science: Corporate and Organizational Communication, Interactive Design

Cumulative GPA: 3.83

Marist College, Poughkeepsie, New York | **May 2009**

Bachelor of Arts: Communications, Business Administration

Graduated *Magna Cum Laude*