

Anthony Ukpong

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Profile

Experienced Data Analyst and Product Development Manager showcasing a proven track record of utilizing data analytics to drive strategic decision-making and enhance business processes. Proficient in English and adept at generating actionable insights. Seeking a stimulating role as a Senior Data Analytics Professional to leverage my expertise and contribute to achieving organizational goals. Dedicated to leveraging data for informed decision-making and process optimization. Skilled in collaborating with cross-functional teams to deliver positive business outcomes.

Work experience

04/2017 — 10/2023 FORT WORTH, USA

Data Analyst/Product Development Manager American Airlines

- Developed a real-time ticket booking spike reporting tool utilizing Python, SQL, and Tableau to analyze hundreds of reservations per minute, providing high- and low-level visualizations and trend analysis
- created and maintained reports utilized by SVPs and senior leadership for revenue insights using Python, Databricks, and Tableau
- Evaluated and validated internal and external software solutions to ensure optimal reliability for internal users prior to purchase and deployment
- Implemented Excel macro processes resulting in a total savings of 20,000 man-hours annually
- Collaborated with Joint Business Partners to develop revenue optimization strategies across 4 airline partners
- enhanced performance of a 110 million row database in Tableau by rewriting it with a PySpark Databricks back end solution, resulting in a 10x increase in speed
- utilized machine learning models to predict ideal pricing fare ladders in competitive markets, leading to incremental revenue gains through A/B testing
- designed a tool to generate natural language reports from structured pricing data, improving report utilization and competitive response times.

06/2011 — PRESENT DALLAS, UNITED STATES

Director of marketing & product development Digital Missionary

- Owner of entire product lifecycle for data analytic application solutions for various commercial

Work experience

clients, from concept design to APK installation and dashboard/admin deployment

- spearheaded website development using HTML, CSS, Figma, Adobe Creative Suite, and JavaScript as a Senior Product Manager at Adobe for 11 years and 10 months
- executed the development and creation of Minimum Viable Products (MVP) and product demos for startup web applications utilizing Dart, Flutter flow, and Google Firebase
- managed website hosting administration for multiple websites

04/2013 — 03/2017 IRVING/ATLANTA

Customer Support Asst Manager Delta Airlines

- Managed a team of 30 front line customer reps as a Team Lead/Asst Mgr, providing floor and over the phone support and mentoring for specialists in training
- utilized knowledge of Excel, Hyperion, DeltaTerm, Axis, and Citrix Applications to provide data driven process improvement
- pioneered development of new Customer service technologies and tools, including initial Delta Airways Chat customer support team
- achieved top performance as reservations and ticket sales specialist in the call center, with numerous accolades for exceptional customer service.

Education

Data Analytics | Masters Degree Western Governors University

SALT LAKE CITY, UNITED STATES

Business with IT Management | Bachelors Western Governors University

Volunteering

02/2019 — PRESENT PLANO, UNITED STATES

Volunteer Feed My Starving Children

- Participated in the preparation and packaging of nutritious ready-to-eat meal packs for underprivileged communities on a global scale
- Supported the organization's mission of providing sustenance to disadvantaged populations around the world.