DAN RODRIGUEZ
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OBJECTIVES

- Manage every aspect of IT Services including but not limited to Network, Mobile device management, continuous infrastructure services improvement, automation and integration between business applications, CRM and Data Analytics, user empowerment, administration and control.

MANAGEMENT AND TECHNICAL SKILLS (*"The best way to learn and build strong work ethics is by doing" – Alex Spanos*)

- Successfully managed to completion numerous projects including upgrades to Dynamics CRM, Windows AD networks and business applications. Migrated companies from high-cost Internet providers (ISPs) to more cost effective with value-added providers.
- Strong experience in virtualization technologies (**VMware**, HyperV) for migrating legacy systems or business applications to virtual machines or **Azure** cloud services (IAAS, **PAAS**).
- Web development experience in **MVC**, .**Net** / Core Web services, C Sharp(**C#**), **Vb.net**, T-SQL, **JavaScript**, JQUERY,CSS, HTML5 for business applications and **Azure App services**.
- Provided on-going direction, coaching, training and development opportunities to staff members, enabling ability to build new skills, shorten response times and increase engagement.
- Designed, Implemented and managed Network policies and procedures for securing network devices and simplifying large scale computer imaging, deployments and upgrades.
- Managed all aspects of network operations including **Cisco Firewalls**, Switches and Routers for WAN connectivity between sites, Mobile Device Management (MDM), mobile and computer software deployment, Antivirus software, software updates, upgrades and smart backups for Windows, SQL and Exchange. Utilized network monitoring tools to optimize network bandwidth and efficiency.
- Created data integrations / ETL for building a **Data Warehouse** solution for performing **data analytics** and providing data **insights** and **dashboards** to the business thus *improving decision making* across all departments.
- 12+ years Implementing/Managing and Developing **XRM** solutions in *CRM 3.0/4.0/2011/2016/365*. CRM Installation, upgrade, data migration, customization, Development (Plugin, Javascript, C#, Visual Studio), PowerApps, Microsoft Flow ,workflows, data cleanse, importation and integration with ERP systems and business applications, marketing campaigns, custom form / plugin development, SSRS reports & BI Dashboards.
- Strong experience developing *Power BI reports*, *SSIS* integrations (ETL), complex *SQL queries / store procedures* and *multidimensional cube* models in SQL Analysis Services.
- Very proficient implementing and designing reports using Microsoft *Reporting Services 2005/2008/2012/2014/2016*. Very savvy creating drill through, pivot tables and matrix reports.
- Expert in Microsoft Excel pivot tables, **H / VLOOKUP**, **INDEX MATCH**, PowerQuery, PowerView, Dax and excel programming using Visual Basic (VBA).
- Knowledgeable in Salesforce administration, customization, dashboard and report creation. See online salesforce ranking.
- *Microsoft Sql* 7.0 / 2000 / 2005 / 2008 /2012/2014/2016 hands-on experience in Trans-SQL queries, writing complex and dynamic SQL store procedures, functions, triggers and queries.
- Ability to provide reliable solutions in a fast changing work environment.
- Outstanding SQL auditing skills for ensuring a consistent data access for applications and sql users, monitoring permission changes at the server and database level, backup strategy and access compliance.
- Exceptional SQL troubleshooting expertise for discovering database performance bottlenecks such as index contention, deadlocks, bad/missing indexes, machine related CPU, Memory, Disk subsystem I/O and database design issues.

EXPERIENCE

Dec 2017 – Present - City National Bank – VP Dynamics CRM Development – 3rd Largest Community Bank in Florida with 15B in assets.

- Analyzed and re-Engineered business applications data processes for developing a centralized Data warehouse for the purpose of empowering users with self-served analytics and reporting using Excel, SQL Reporting Services, QLIK and PowerBi. This implementation significantly improved decision making across all departments as users had infinite ways to visualize data insights from different departments or business applications based on their role in the organization. At the same time, this strategy aligned well with much bigger organizational goals of Cloud Data readiness and sales effectiveness strategic marketing for business growth.
- Successfully managed and implemented a large scale upgrade of the Bank's CRM system with 600+ users having multiple organizations.
- Provided on-going direction, coaching, training and development opportunities to staff members, enabling ability to build new skills, shorten response times and increase engagement.

- Successfully executed various marketing campaigns in our Sales Effectiveness program resulting in increased deposits for the bank.
- Trained account executives on Bank's opportunity life cycle process and yearly goals implemented in CRM.
- Successfully upgraded Dynamics CRM 2011 to Dynamics CRM 365 for 600+ users in multiple Environments (Prod, Test, Dev, and Training). Worked closely with Network team for automatically deploying CRM Outlook client to 600 computers in windows 10 / Citrix.
- Developed *workflows* and *C# plugins* for updating household records after creation of phone call or appointment activities.
- End-to-End development of *SSIS integration* packages, *multidimensional cube models* and SSRS/*Power Bi* reports for providing a single source of truth for Dynamics CRM Data, **FISERV Premier** and other sources.
- Coded forms for capturing and updating key performance indicators (KPI) for reducing the time taken for closing opportunities in CRM.
- Met regularly with Executive management to gather requirements for new Bank initiatives for Sales Effectiveness, process automation, marketing and reporting.
- Improved CRM database performance and fixed CRM Outlook client synchronization issues in PCs and Citrix environment.
- Successfully executed various *marketing campaigns* in our Sales Effectiveness program resulting in increased deposits for the bank.
- Trained account executives on Bank's *opportunity* life cycle process and yearly *goals* implemented in Dynamics.

April 2013 – Nov 2017 - Brickell Bank – AVP Dynamics CRM Dev and Database Admin – Investment Bank – Brickell Financial Center, Miami.

- Developed Trade Order CRM customized module for the broker dealer department utilizing JavaScript, jQuery and OData Web Service endpoints. This module allows for tracking the exchange of securities for trades placed through Bloomberg.
- Implemented numerous CRM customizations for accommodating new government regulatory policies such as FATCA.
- Finalized Brokerage Account Re-documentation module in CRM that will track documents sent to existing broker accounts.
- Built SQL Server Integrations(SSIS) for hosting trade activity from SunGard/Pershing in a Data Warehouse and CRM.
- Created multiple Sql Server Reports(SSRS) including trade blotter, positions and account balances for Broker Dealer.
- Implemented Scribe Insight integration jobs for syncing core banking system data (AS400) with CRM 2011.
- Developed Sql Integration Packages and SSRS reports for Broker accounts' monthly statements.
- Secured company databases and CRM access by analyzing existing access, limiting access to specific objects/schemas/SP/Views. Performed periodic SQL audits and reporting of permission and object changes.
- Integrated Laserfiche Forms, Docuware and other technologies with CRM.

May 2012 – Feb 2013 ClientFirst Structure Settlements - Lead CRM & SQL DBA – Structure Settlement Funding and Lottery Winnings

- Engaged in migrating sugar CRM to Dynamics CRM 2011.
- Troubleshooted and corrected numerous performance issues related to CPU parallelism, Indexes, query performance, Table locks, SP transactions, etc.
- Designed, carried out and tested database backup/restore strategy for recovering databases up to the millisecond of failure.
- Introduced a tight database access strategy through login/user schemas and role membership management.
- Identified IX/X deadlocks caused by opened update transactions in store procedures with inefficient queries.
- Implemented Database mirroring and transactional replication in SQL 2005/2008/2012 for maximizing databases availability.
- Designed and implemented SSRS 2012 report infrastructure with AD security for specific groups and users.
- Developed several management reports in SSRS 2012 and excel pivot tables for lead record partitioning.

March 2009 – May 2012 - Alles Of Florida - IT Director - Top Leading Packaging Company in Florida

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- Identified IX/X deadlocks caused by opened update transactions in store procedures with inefficient queries.
- Implemented Database mirroring and transactional replication in sql 2005/2008/2012 for maximizing databases availability.
- Designed and developed various graphical and drill-through business reports such as Customer run out, CRM data analysis, back order, idle customers cross referencing multiple sources such as CRM and ERP databases.
- Successfully implemented database sync with IBM AIX Progress database to MS Sql 2000 / 2005 using DTS/SSIS technology.
- Managed and upgraded multiple databases in mixed SQL environment from SQL 2000 to SQL 2012.
- Migrated several Crystal Reports to SQL reporting services to be delivered by web , email, file system.
- Designed and implemented SSIS packages for report consumption and data importation into Dynamics CRM(Leads, Accounts, Contacts, etc.)
- Successful implementation of Dynamics CRM 3/4/2011 that resulted in 25% increase in sales in the first years of implementation carried out by heavy customization at the User interface, accelerated workflow development and plug-ins implementations.
- Developed custom CRM dashboards and reports for CRM allowing users to grasp a full view of their individual upcoming opportunities and activities. Opportunity stage funnels, Account Idleness odometers by salesman and more.
- Customized CRM forms using Javascript/C# and visual studio 2008 for step by step code debugging.
- Created web forms for migrating paper based forms for easy access, process and analysis through reports.

Aug 2005 - March 2009 - Enterprise Network Manager: (Full Time) - Inktel Direct: (Full Time) - Florida - Miami Lakes

- Expert in troubleshooting active directory issues such as users not able to login, profiles not redirecting, slow logons, site replication.
- Implemented automatic software deployment using group policy objects and command line scripting.
- Managed Cisco network infrastructure creating VPN tunnels for customers and Point to Point links for site 2 site operations.
- Installed, configured and administered Microsoft CRM 4.0. Performed form customizations, data imports, user & security roles management and custom SSRS report development.
- Deployed and supported sites in Tamarac, Miami Lakes and Chicago with more than 700 desktops and 50 servers.
- Planned and Implemented global site load balancing between Chicago and Miami location with cero cost for the company.
- Implemented Microsoft Operations Manager(MOM) 2005 for monitoring servers(SQL, Exchange, AD, File servers) across sites.
- Standardized desktop profiles across the company locking down systems to allow only business operations(increased productivity).
- Saved the company thousands of dollars by supporting all issues of helpdesk and network administration and by getting rid of unnecessary IT consultants.
- Reduced bandwidth usage between sites by deploying Remote Desktop solution for accounting users.
- Implemented connectivity requirements and policies for different customers such as Sprint-Nextel, Ashworth University and Embarq.
- Discovered and corrected major network bottlenecks caused by bad configurations, viruses, spyware and exploits running inside the network saving the company from acquiring more T1s for satisfying web traffic.
- Planned, installed and supported ISA 2004 for allowing/denying internet traffic based on user access and resources requested.
- Re-engineered network infrastructure for Windows 2003 active directory by implementing standards, scripting and group policies.
- Implemented in-house solution for reducing helpdesk personnel time spent during re-installation of company software.
- Proposed options for power redundancy solution with cero points of failure.

Aug 2001- Aug 2005 - Sr. Network administrator: (Full Time) - Pronto Post, Inc. - Florida - Miami Lakes
Successful Direct mail / Data Processing Company.

- ✓ Implemented quality control solution, data manipulation/transformation and ftp notifications services using Microsoft SQL server 2000.
- ✓ Integrated server's logs to a centralized database for instant alerting of events by developing store procedures and triggers in SQL Server providing audit reports and delivering alert notifications by email.
- ✓ Saved the company from threats like NIMDA, SLAMMER, WELCHIA, BLASTER, BUGBEAR, KLENS, SOBIG, MYDOOM and Sasser by filtering messages, application ports and implementing virus check from 2 different AV vendors. No threat ever reached the company systems.
- ✓ Reduced costs on Microsoft licensing and computer purchases by implementing terminal services. This implementation allowed the use of old computers acting as dumb terminals but experiencing fast response by running applications installed on a server.
- ✓ Carried out a central software update server for deploying updates to windows 2000 and Windows XP computers throughout the enterprise. This achievement reduced internet network traffic and speeded up windows updates deployment.
- ✓ Incremented employee's productivity by preventing SPAM email messages from reaching user's inboxes.
- ✓ Eliminated outside support from consulting companies by providing solutions to network problems such as connectivity, email system failures, network noise and Operating system crashes.
- ✓ Responsible for migrating NT4 network to windows 2000 as well as w9x computers to windows 2k Pro. Aware of migration issues and techniques for easy migration and deployment.
- ✓ Served as a solution for IT problems

Dec 1998 - Feb 2001 - Sr. Network Administrator: (Full Time) - Agroindustrial Azucarera - Tipitapa, Nicaragua
2nd largest sugar producer in Nicaragua with an output of US 30 million / year

- ✓ Managed all aspects of maintenance and administration of all network hardware & software, as well as future planning and implementation of new technologies.
- ✓ Managed Novell Netware 4.x & Windows NT 4.0 servers in a multiple server environment. Strong knowledge & installation, configuration & administration of W9x clients, IIS 4.x, backups, unattended installations, policies, troubleshooting. .
- ✓ Planned, developed and administered an intranet with IIS4 & internet email on MsExchange Server 5.5 with MsOutlook 9x/2000 and Msmail 3.x

- ✔ Trained new team members in Client/Server network maintenance improving network & desktop support for users.

- ✔ Coordinated a group of technicians and engineers in Y2K implementation that resulted in no time lost for the company.

- ✔ Independently responsible for purchasing, troubleshooting and repair of Network components. Responsible for broad spectrum of upgrades: server memory, motherboard, hard drives, Bios, Service packs.

- ✔ Responsible for contacting vendors and analyzing technical information for the best choices. Summary reports for bid proposals of equipment purchases.

2000 - 2001 - PC/Network Support Specialist: (Self-Employed) **- Aguas Industriales S.A -** Managua, Nicaragua
One of the Biggest distilled water producer with average sells of US 100,000/month.

- ✔ Installed, supported & administered Windows NT Server 4.0 providing users with file and print sharing capabilities and network services.

- ✔ Workstation Hardware/Software configuration. Installed & upgraded desktops operating systems, software & BIOSs to ensure good operation & performance.

1999 - 2000 - PC/Network Support Technician: (Self-Employed) **- CECA, S.A -** Managua, Nicaragua
Nicaragua's leading seller of electronic devices and parts.

- ✔ <u>Windows NT Server 4 & Windows 9x workstation installation, configuration, administration.</u>

- ✔ Repaired and maintained LAN computers and network components. Performed all hardware upgrades, maintenance and troubleshooting of terminals and servers.

1998 - 1998 - Telecomm Division: (Full Time) **- Sistematica Internacional - Managua, Nicaragua**
A major Telecomm company covering most of the cities in Nicaragua for data transferring

- ✔ Learned telecomm basic concepts and technical procedures working as a volunteer.

- ✔ Worked on Cylink radio modems & directional antennas troubleshooting communication parameters.

CURRENT CERTIFICATIONS
- • Microsoft Certified Professional (MCP)
- • Microsoft Certified System Administrator (MCSA)
- • Microsoft Certified Database Administrator (MCDBA)

EDUCATION

1989 - 2004 - Self-dedication studies & experience on computers, programming, databases, network operating systems.

- • Most of my knowledge comes from books of well-credited authors, resource kits, online research & PRACTICES in companies that have given me the opportunity to continue my career.

1992 - 1997 - Bachelor Degree on Industrial Engineering - Managua, Nicaragua

Universidad Catolica - UNICA - http://www.unica.edu.ni

1988 - 1992 - High School Diploma - Managua, Nicaragua.

American-Nicaraguan School - ANS - http://www.ans.edu.ni

REFERENCES

- ➢ Available upon request.