**Summary**

Accomplished IT professional specializing in transforming complex data into clear visual stories that empower decision-makers. Expert in crafting insights through data visualization and analytics, using tools like Tableau, Power BI, and custom dashboards to help stakeholders understand the narrative behind the numbers. Proven track record of implementing enterprise technology solutions by combining strong technical analysis with strategic data storytelling. Experience spans multiple sectors, including utility operations, banking, healthcare, and technology, with demonstrated success in leading cross-functional teams and making data meaningful and actionable for diverse audiences.

**Technical Skills & Tools**

**Programming languages**:Shell scripting (PowerShell, Bash, Korn & C), Python, Visual Basic for Applications (VBA), R

**Database Systems**: Oracle, Hadoop, MS SQL Server, Apache Hive, Cloudera Hue, IBM DB2, Teradata, Netezza

**ETL & Data Integration:** SQL Server Integration Services (SSIS), Oracle Enterprise Manager

**Project Management & Collaboration**:Agile, Jira, MS Project, Visio, GitHub, MS Teams, MS Planner

**Business Intelligence & Visualization**: Tableau, Power BI, Google Data Studio, Qlik, MicroStrategy

**Software**: MS Office Suite (Advanced Excel including Power Query, Pivot tables), Remedy, SharePoint, Workday

**Business Analysis**: Requirement gathering, process mapping, impact analysis

**Data Quality**: Profiling, validation, and improvement

**Compliance & Governance:** Data quality management, regulatory compliance, risk assessment

**Experience**

Epik Solutions @**PG&E**, Dublin, CA 04/2024 – 06/2024

Sr. Data Quality Analyst – Consultant

* Developed automated VBA solutions for analyzing utility asset data and risk assessment.
* Created operational efficiency tools leveraging MS Teams, Planner, and Power Automate.

**Wells Fargo Bank**, San Francisco, CA 11/2021 – 01/2024

Data Mgmt. & Senior Analytics – Consultant

* Collaborated with Line of Business and Enterprise Information Technology (EIT) to identify data capability gaps and created management reporting visualization using Power BI and Tableau.
* Led and developed initiatives for data quality, governance, and metadata activities.
* Analyzed, assessed, and tested data controls and systems to ensure quality and risk compliance standards.
* Performed quality assurance testing during development stages and in production in Hive SQL and MongoDB.

Artech@**Google**, San Francisco & Mountain View, CA 08/2021 – 11/2021

Product Consultant/Business Analyst

* Managed resource allocation and system capacity analysis.
* Developed data-driven recommendations for resource optimization.
* Monitored system metrics and hardware costs.
* Enhanced SQL script for improved operational performance.

SGA@**Wells Fargo Bank**, San Francisco, CA & Charlotte, NC 06/2019 – 05/2021

Data Analyst – Consultant

* Led marketing analytics initiatives using advanced SQL and visualization tools.
* Coordinated with international stakeholders using Agile methodologies.
* Developed automated reporting solutions using Tableau and Power BI.
* Managed complex data extraction and transformation projects.

Nisum@**Macy’s**, San Francisco, CA 02/2019 – 05/2019

Marketing Data Analyst

* Implemented marketing analytics reporting across digital channels using SQL for data validation.
* Created Tableau reports for KPI tracking and performance analysis.

Aditi Consulting@**Visa**, Palo Alto, CA 10/2017 – 11/2018

Systems Analyst 2 – Consultant

* Analyzed merchant data within Visa’s Global Merchant Repository using SQL and Python.
* Supported data enrichment through ad-hoc analyses to enhance insights into consumer behavior.

**City & County of San Francisco Dept. of Public Health**, San Francisco, CA 07/2016 – 06/2017

1054 IS Business Analyst – Principal

* Designed, developed, and implemented reports for internal customers across varied departments.
* Created ETL processes and Tableau reporting solutions.
* Developed validation check systems on existing Patient Financial reports.

**Wells Fargo Bank**, San Francisco, CA 11/2013 – 07/2016

Business Systems Data Analyst & Analytical Consultant 4

* Focused on high-risk reporting and data mapping within Wholesale Business Tools.
* Developed a manual backup plan for OCC compliance, identifying high-risk customers and transactions.
* Led marketing analytics initiatives using advanced SQL and visualization tools.

Robert Half Technology@**Campari Group**, San Francisco, CA 01/2013 – 07/2013

Business/Data Analyst

* Developed and implemented internal Sales Forecasting metrics for a transnational organization, demonstrating ability to analyze complex data for strategic decision-making.
* Created and validated complex SQL queries and stored procedures for executive-level reporting, showcasing advanced database skills and ability to communicate technical information to senior stakeholders.
* Designed customized VBA solutions for time series modeling, illustrating capacity to develop tailored analytical tools.

**Nielsen Measurement Science**, San Francisco & Sunnyvale, CA 12/2009 – 04/2012

Database/Business Intelligence Analyst

* Led cross-functional analytics teams
* Led cross-functional teams in developing and improving demographic products for major international media clients, demonstrating project leadership and ability to work with diverse stakeholders.
* Conducted in-depth analysis of panelist data to enhance marketing strategies and reporting metrics across multiple countries, showcasing ability to derive insights from complex datasets.
* Managed data analysts for Customer Value Metrics and Broadband projects, highlighting team leadership and mentoring skills.
* Utilized a diverse set of tools including MS SQL Server, Oracle, Netezza, SPSS, and SAS for backend data analysis, demonstrating proficiency in multiple database and statistical analysis platforms.

**PG&E** Smart Meter Implementation12/2007 to 12/2009

Technology Consultant

* Managed critical utility data systems.
* Led data acquisition, reporting accuracy, and migration initiatives for SmartMeter technology deployment.
* Implemented compliance standards for Java/J2EE applications.
* Provided 24/7 application support and performance monitoring using DCSI’s TWACS Network Gateway software and TWACS advanced transponders for the electric meter.
* Collaborated with PG&E and IBM quality assurance teams.
* Developed and maintained PL/SQL scripts for automation and reporting.

**Education**

* Bachelor of Science in Business Administration: Concentration in Decision Sciences | SFSU | 3.95 GPA | expected 05/2027
* Associates of Science, Science and Math | CCSF | (High Honors) 3.66 GPA| 05/2015

**Extra-Curricular Achievements**

* Liberal & Creative Arts Undergraduate Research Showcase | SFSU | 2021

**Foreign Language**

* Spanish: Near-native proficiency