**Summary**

Data Analysis & Database Professional with 15+ years of experience specializing in business intelligence, data visualization, and database administration. Expert at translating complex data requirements into actionable insights using Tableau, Power BI, Python, and SQL across technology, financial services, healthcare, utilities, retail, digital media, and consumer goods industries. Implements data quality initiatives and develops automated solutions through enterprise platforms and proprietary tools. Advanced proficiency in database management, ETL processes, and creating interactive dashboards that drive business decisions. Successfully collaborated with stakeholders from Fortune 500 companies including Google, Wells Fargo, Visa, and PG&E to deliver data-driven solutions across marketing, analytics, and infrastructure teams.

**Technical Skills and Tools**

* Programming languages: Shell scripting, Python, Visual Basic for Applications (VBA)
* Database Tools/languages: Apache Hadoop, Apache Hive, Cloudera Hue, Hive SQL, PL/SQL, Oracle, Oracle Enterprise Manager, Transact SQL, MS SQL Server Management Studio Visual Studio for data tools, SQL Server Integration Services (SSIS) for ETL, SPSS, Netezza, IBM DB2, Teradata, Quest Toad, and light SAS
* Google Tools: PLX (Scripts, Dashboard), Cider V, Piper, Data Marketplace, Sphinx, Buganizer, Access Now, Google Suite Google Looker Studio, Plx Scripts
* Software: Jupyter Notebook (NLTK), MS Excel (Power pivot), One Note, Jira, Agile, SharePoint, Workday, Visio, Visual Studio Code, Anaconda-Navigator, Slack, MS365, MS Lists, MS Teams, Power Automation, MS Planner, Python, R, Git Hub
* SQL: Advanced querying, data manipulation, and transformation
* Excel: Advanced formulas, VBA, data modeling, and pivot tables
* Business Analysis: Requirement gathering, process mapping, impact analysis
* Data Quality: Profiling, validation, and improvement
* Dashboarding: Developing interactive dashboards using Tableau, Power BI, and Google Looker Studio for comprehensive data visualization.

**Experience**

San Francisco, CA- Freelance Project Management 01/2024 – current

* Orchestrated a multifaceted residential renovation project in compliance with San Francisco City permits, collaborating seamlessly with architects, HVAC specialists, electricians, solar power experts, roofers, plumbers, and cabinet makers to ensure efficient project execution and adherence to regulatory standards.

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

Sr. Data Quality Analyst – Consultant

* I created an Excel program using VBA to analyze California's precarious trees near PG&E assets. I also created additional templates with MS Teams, Planner leveraging Power Automation.

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

Data Mgmt. & Senior Analytics – Consultant

* Collaborated with Line of Business, DMI teams, and Enterprise Information Technology (EIT) to identify data capability gaps and created Power BI and Tableau management reporting visualization reports for internal access.
* Developed and led initiatives for data quality, governance, and metadata activities.
* Analyzed, assessed, and tested data controls and systems to ensure quality and risk compliance standards. I identified data quality metrics, mentored staff, and created prototypes using my domain expertise. I performed quality assurance testing during development stages and in production, using tools such as MongoDB, Hive SQL, Jira, Visio, OneNote, SharePoint, internal Federated lookup, and Workday.

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

Product Consultant/Business Analyst

* Managed YouTube's resources, including procuring machine and network resources, monitoring hardware capacity, and managing hardware costs. I also assisted in managing special projects, prioritizing feature launches, and advising on resource optimization. Additionally, I interpreted data based on team requirements, monitored machine drains and supplies, and allocated machine quota to services while configuring data center resource pools.
* Supported "ads support product insight" within gPTO by analyzing data using existing reports and dashboards. Enhanced Plx SQL scripts and Plx dash scripts to improve performance. Additionally, managed Access Now requests for Polaris environments and created Buganizer tickets for objects in the CX Lab team.

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

Data Analyst – Consultant

* Detailed data analysis of Wells Fargo Home Equity Marketing data, focusing on existing and future campaigns by researching data sources and defining reporting needs. Coordinating with internal marketing teams to define usage of existing IBM Db2 (HEIDS) data. Coordinating with international and domestic stakeholders, developers, and architects using Scrum and Jira for communication and job management.
* Developed SQL and data visualization tools like Tableau, Power BI, and Qlik for dataset analysis and project efficiency in Snowflake environment. Validated data on both source and target environments and used tools like VBA, Teradata, DB2, Ab Initio, Jira, Federated lookup, and MS SQL Server.

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

Marketing Data Analyst

* Implemented marketing analytics reporting across Macy’s Digital Channels.
* Provided business requirements and production support for analytics tracking and Tableau reporting.
* Aided in all phases of new project scoping and prioritization, including requirement definitions for KPI reporting.
* Captured and translated data requirements into the data layer using Structured Query Language to validate and ensure the quality and availability of all data.

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

Systems Analyst 2 – Consultant

* Provided data analysis and software code for merchant brand and location for the global payment system within Visa’s Global Merchant Repository (GMR) division from Big Data infrastructure.
* Compared the volume of merchant identification through authorization and Clearing & Settlement within the new GMR technology from the legacy system.
* Supported data enrichment with ad-hoc analysis and patterns. Researching tools used to enhance insights into sales and consumer behaviors. Tools used include SQL via Hive and Hadoop backend, Excel VBA, Python, cleanse data, reporting and distribution, and Tableau.

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

1054 IS Business Analyst – Principal

* Within the Metrics, Analytics & Data Integration, Office of Managed Care and Finance designed, developed, and implemented reports for internal customers. The customer data included varied departments (OMC, Patient Financial Services, Behavioral Health, and Information Technology), San Francisco Health Plan, Social Interest Solutions, and others.
* Development included a validation check system on existing Patient Financial reports to validate table creations and ETL(SSIS) processes. Tableau reports were created for department and city reporting. Tools used included Transact SQL, PL/SQL, Tableau, MS Excel, MS Access, VBA, SSIS, PowerShell scripting, MS SQL Server, Oracle, and Python.

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

Business Systems Data Analyst & Analytical Consultant 4

* Within Wholesale Business Tools focused on High-Risk reporting, data mapping, and mentoring.
* Developed a manual backup plan (AVA Plan B for COPS) required by the OCC (Office of the Comptroller of the Currency) where high-risk customers and their transactions were identified- using MS SQL Server 10 on the backend and VBA for Excel front-end reporting.
* Lead development of high-risk report out of SQL Server and EIW Teradata Data environments for Cornerstone and Tableau tools. A customer mapping process was also delivered from two data environments (Oracle 10g & MS SQL Server 10).
* Additional tasks: Data administration has been helpful, as have gap identifications, reviewing technical documentation, technical writing, mapping, extracting data, quality assurance testing, VBA Development, and SQL mentoring.

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

Business/Data Analyst

* Provided service through design development and database administrative support of internal Sales Forecasting metrics for the transnational alcoholic beverage organization for marketing, sales, and financial analysis.
* Developed and validated MS SQL Server complex queries, stored procedures for standard and ad hoc executive analysis used alongside customized VBA to be used in time series model on past actuals.

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

Database/Business Intelligence Analyst

* Analyzed and developed new or improved existing demographic products based on panelist data for mobile front-end applications, advertising effectiveness, and video behaviors for major international media, including consumer research conglomerates, to enhance marketing focus and reporting metrics in the US, Singapore, Australia, New Zealand, Spain, and Latin America. Led and managed data analysts for Customer Value Metrics and Broadband projects, focusing on backend panel data using MS SQL Server, Oracle, Netezza, SPSS, and SAS.

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

Technology Consultant

* Led enterprise-level SmartMeter technology implementation, managing critical utility data systems and ensuring reporting accuracy.
* Developed and implemented Java/J2EE compliance standards while maintaining PL/SQL automation scripts.
* Provided 24/7 mission-critical support for advanced metering infrastructure using DCSI TWACS systems
* Partnered with PG&E and IBM QA teams to ensure data quality and system performance.
* Spearheaded data migration initiatives and maintained high-availability monitoring systems.

**Education**

* Bachelor of Science in Business Administration: Concentration in Decision Sciences, Computational Linguistics certificate (Python), Liberal & Creative Arts Undergraduate Research Showcase in 2021, San Francisco State University 3.95 GPA *- expected 05/2027*
* Associates of Science, Science and Math, City College of San Francisco (High Honors) 3.66 GPA -05/2015

**Foreign language**

* Spanish-Near native