

# Charlie Smith

BUSINESS INTELLIGENCE · DATA EXPERT

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## Summary

Current Manager of Business Intelligence (Finance) at HelloFresh with 7+ years of experience specializing in data analysis, automation, and ETL/ELT processes. Skilled in Python, SQL, and Tableau, with a strong background in building data pipelines and streamlining operations to drive cost savings through process automation. Passionate about leveraging data to improve efficiency, optimize financial workflows, and enhance decision-making. Always eager to learn new technologies and refine problem-solving approaches.

## Work Experience

### HelloFresh

Irving, TX

#### MANAGER, BUSINESS INTELLIGENCE (FINANCE)

Jan 2024 - Present

- Developed and implemented business intelligence strategies to optimize financial decision-making, leveraging Python, SQL, Tableau, and Streamlit to drive cost savings and efficiency.
- Designed and maintained ETL pipelines, automating data extraction, transformation, and loading (ETL) processes for seamless data integration and analysis across Finance.
- Created interactive dashboards in Tableau and Streamlit, integrating Amazon S3 for scalable data storage, real-time visualization, and enhanced user experience.
- Automated financial reporting, improving efficiency, accuracy, and scalability, streamlining workflows across Accounting, Financial Operations, HR, Procurement, and Operations to enhance collaboration and deliver more timely insights.
- Led data analysis, ad-hoc reporting, and strategic initiatives, collaborating with business stakeholders to deliver actionable insights, optimize data pipelines, and improve decision-making.

#### SENIOR DATA ANALYST (FINANCE)

April 2023 - January 2024

- Utilized Python and SQL to perform advanced financial data analysis, deriving actionable insights to inform strategic decision-making.
- Developed and maintained complex financial models to support forecasting, budgeting, and long-term strategic planning across business units.
- Created interactive Tableau dashboards to visualize financial trends and KPIs, effectively communicating insights to senior management and stakeholders.

#### SENIOR PLANNER

April 2022 - April 2023

- Led end-to-end labor planning and optimization for fulfillment centers, integrating input from HR, Operations, Finance, and other departments.
- Utilized Python, Google App Script, Domo, and SQL to implement tool enhancements, automate workflows, and drive efficiency across multiple business functions.
- Managed rostering for up to 2000+ employees, forecasting labor requirements for both short-term and long-term production needs across various sites.

#### PLANNING & MATERIALS ASSOCIATE

May 2021 - April 2022

- Developed shift plans and managed resources across multiple fulfillment centers, ensuring alignment with production goals and SLAs.
- Collaborated with HR, Operations, Logistics, and Procurement to optimize labor and material allocation, aligning with production forecasts and weekly plans.
- Maintained and troubleshoot planning tools, ensuring efficiency and data accuracy to support production teams in a high-volume environment.

### Stonecrop Technologies

Garland, TX

#### PROJECT MANAGER

Feb. 2019 - Feb. 2021

- Led a small cell program with Nokia, managing 500 orders/month and coordinating cross-departmental efforts to meet project milestones.
- Implemented inventory management strategies across multiple facilities, achieving 99.8% inventory accuracy and reducing shrinkage to 0.25%.
- Managed insurance claims and scrap processes, overseeing the disposition of \$2.5M in assets and ensuring compliance with business and regulatory standards.

#### INVENTORY CONTROL MANAGER

Aug 2018 - Feb 2019

- Led Inventory Control and Reverse Logistics teams, optimizing processes and ensuring inventory accuracy across multiple sites with total value up to \$900M.
- Developed reporting tools using Excel, Access, and Tableau, enabling data-driven decision-making and improving operational efficiency.
- Mentored team members and provided root cause analysis to identify areas for process improvements and reduce inventory discrepancies.

#### REVERSE LOGISTICS SUPERVISOR

Nov 2016 - Aug 2018

- Developed and led the Reverse Logistics department, generating \$2.5M in additional revenue through the management of returns and disaggregation projects.
- Managed the Massive MIMO CDU30 Refurbishment and cabinet disaggregation projects, delivering cost savings and additional revenue streams for the company.
- Built and fostered vendor relationships, streamlining the telecommunications material scrapping process and contributing to project success.

- MATERIAL FOLLOW-UP COORDINATOR

Oct 2015 - Nov 2016

  - Monitored inventory accuracy for \$300M worth of materials, ensuring that all products met SLAs and resolving discrepancies in real-time.
  - Led the implementation of Highjump WMS in the distribution center, optimizing material handling and improving operational efficiency.
  - Provided support for Reverse Logistics, overseeing team operations to ensure materials were processed efficiently and within business requirements.

## Certificates

- Sep 2023 **Project Management Professional (PMP)**, Project Management Institute3647825
- Jul 2023 **Tableau Certified Data Analyst**, Tableau
- Aug 2022 **ASQ Certified Six Sigma Green Belt** , American Society for Quality (ASQ)57961222

## Education

- University of North Texas**Denton, Texas
- M.SC. IN RECREATION, EVENT, AND SPORT MANAGEMENT2015 - 2017

- University of North Texas**Denton, Texas
- B.SC. IN RECREATION, EVENT, AND SPORT MANAGEMENT2010 - 2014

- University of Northern Colorado**Greeley, Colorado
- PHYSICAL EDUCATION K-122007 - 2010

- NCAA Division 1 Track & Field Team-Throws

## Skills

- Data Analysis & BI**Tableau, Streamlit, ETL Pipelines, Data Automation, Financial Modeling, AI Integration
- Finance & Process Optimization**Cost Analysis, Budgeting & Forecasting, Business Strategy, Financial Reporting
- Project & Operations Management**Project Management (PMP), Six Sigma (CSSGB), Logistics, Inventory Control
- Programming & Scripting**SQL, Python, JavaScript, HTML, CSS
- Tools & Collaboration**Git, Jira, MS Office, Google Drive, Power BI, Snowflake