GRISHMA CHOKSHI

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MASTER DATA MANAGEMENT & DATA QUALITY & REPORTING ANALYST

Data Governance | Data Quality | Data Reporting | ETL & Data Integration

Results-oriented Data Management Analyst with extensive experience in CRM systems, relational databases, master data management, data governance, and data quality across complex environments. Strong communicator and problem solver, adept at leading teams and mentoring junior staff to achieve organizational goals.

Core Competencies:

- **Master Data Management** : Expertise in maintaining, improving, and governing master data across systems, ensuring data integrity, accuracy, and compliance.

- **Advanced SQL Querying** : Skilled in developing complex SQL queries to support data analysis, reporting, and ETL processes.

- **CRM Systems**: Hands-on experience in managing and integrating customer data across CRM platforms to enhance client relationship management and data-driven decision-making.

- **Data Governance & Quality** : Implementing data governance frameworks, policies, and procedures to enhance data quality and ensure compliance with regulatory standards.

- **Data Mapping & Profiling** : Proven ability to map, profile, and transform data for accurate reporting and analytics.

- **ETL Design & Implementation** : Designing and managing ETL processes using tools like Informatica, SSIS, and SQL Server to integrate data from various sources.

- **Leadership & Mentoring** : Strong leadership capabilities with a focus on mentoring teams, fostering collaboration, and guiding projects to successful completion.

PROFESSIONAL EXPERIENCE

SitusAMC, Saint Petersburg, FL

Data and Reporting Analyst / Sr. Data Analyst

Feb 2017 - April 2024

- Spearheaded the management of databases with over 10 million records, ensuring data accuracy, integrity, and security through effective data governance practices.

- Enhanced data accuracy by 20% by implementing rigorous data governance policies, contributing to better decision-making and reporting.

- Developed and optimized complex SQL queries for data analysis, enabling more insightful and timely business intelligence.

- Led the creation and enhancement of reports in SSRS, and optimized SSIS packages, streamlining data processes and improving reporting accuracy.

- Led initiatives to integrate CRM data with internal relational databases, enhancing customer insights and improving client management processes.

- Collaborated with cross-functional teams to manage servicer/investor data for high-profile clients, including Citigroup and Goldman Sachs, ensuring data consistency and quality.

- Drove the development and deployment of SSIS packages for data ingestion, utilizing JSON tasks to facilitate seamless data integration.

- Transformed raw data into actionable metrics by developing processes that converted data into SQL tables and Google Sheets using Pandas.

- Played a pivotal role in developing global data strategies, supporting data architecture platforms, and managing data services.

- Ensured the integrity and accuracy of data dictionaries, mapping documents, and ETL rules while managing the development of complex ETL packages using SSIS.

- Delivered successful projects focused on Data Quality, Data Stewardship, Data Privacy, and Metadata Management, ensuring compliance with industry standards.

- Acted as a key liaison between business and technology teams, facilitating effective communication for sensitive data protection initiatives.

- Led the upgrade of SQL Server Databases from SQL Server 2008 to SQL Server 2016, enhancing system performance across environments.

BB&T Bank (AKA Truist Financial), Sarasota, FL

Branch Banker IV

Aug 2016 - Nov 2016

- Managed and maintained customer data within CRM systems, ensuring data integrity and accuracy while providing expert financial solutions to high-net-worth clients.

- Cross-sold banking products, contributing to branch revenue and customer retention, while ensuring adherence to compliance guidelines.

- Mentored and guided junior bankers, fostering a collaborative environment focused on customer satisfaction and operational efficiency.

- Managed complex client issues, utilizing problem-solving skills to ensure timely and effective resolutions.

Tata Consultancy Services (TCS), Vadodara, Gujarat, India

Data Analyst / SME

June 2012 - May 2015

- Successfully transitioned multiple processes to Business-as-Usual (BAU) while improving data quality and reporting accuracy.

- Utilized Agile methodologies within the SDLC framework, preparing key documents such as BRDs, KPIs, and defect reports.

- Led ETL operations using Informatica Power Center, ensuring seamless data integration and consistency across systems.

- Managed communication channels between clients and teams, ensuring timely updates and effective collaboration.

- Identified and resolved process inefficiencies, applying Lean Six Sigma principles to enhance overall performance.

- Developed TSQL stored procedures to support Crystal Reports and SSRS, improving data manipulation and reporting capabilities.

- Provided training and mentorship to new joiners, enhancing team knowledge and productivity.

Conteckt Tech Solutions, IN

SME, Data Analyst

Sep 2008 - Aug 2009

- Led efforts to design, launch, and manage SQL Server 2008 databases, resulting in a 30% increase in company subscriptions.

- Standardized operations by conducting thorough data analysis and applying best practices to improve reporting and BI environments.

- Mentored team members, enhancing their skills in SQL performance tuning and report optimization.

Citi Bank Mortgages (HomeLoanINC)

Business Development Officer

(July 2004 - June 2005) & (Aug 2006 - Feb 2007)

- Achieved a 25% increase in new mortgage accounts by developing and maintaining relationships with prospective clients.

- Managed customer information within CRM systems, ensuring data accuracy and enhancing client interactions.

- Conducted detailed market research and analysis, leading to strategic expansions and enhanced client satisfaction.

- Provided mentorship to junior sales staff, contributing to a high-achieving sales environment.

EDUCATION

Maharaja Sayajirao University, Vadodara, Gujarat, India

Post Graduate Diploma, Financial Management & Accountancy

2011

Maharaja Sayajirao University, Vadodara, Gujarat, India

Bachelor of Commerce, Accounting and Finance

2009

TECHNOLOGIES & TRAINING

SQL, TSQL, Informatica, DB Viz, Putty, Nagios, JIRA, TFS, SSRS, SSIS, Tableau, ETL Tools, MS OfficeTools

Training:

Lean Six Sigma Trained