

SENIOR BUSINESS ANALYST

Systems & Data Analysis—Sales & Market Analysis - Consumer Insight

To Whom it May Concern –

Combining business data with analytical tools to present complex and competitive information for the purpose of guiding decisions and directing strategy is my expertise. I am a business analyst with proven success in facilitating the collection of strategic information and providing powerful insight through detailed analysis and reporting. I am also a strong communicator and technologically savvy. With advanced skills in Excel and SQL and experience in Cognos, TM1 and Business Intelligence, I have created automated reporting systems that provide up-to-date knowledge of key performance indicators, market trends, and campaign responses. I believe that my experience and knowledge can be of significant value to your organization.

The key to my success lies in a few key components ...

Technology Optimization—Throughout my career, I have effectively enriched business intelligence environments. As an Excel guru and SQL expert I have created and maintained large dashboard systems that optimize information technology capabilities and provide automated reports and expansive insight. My colleagues would also tell you that I excel in presenting data in practical and useful formats that ensure understanding throughout all audiences.

Project Management— I have led multiple business intelligence projects working closely with all levels of professionals, including providing focus and project-specific oversight for technology teams. I have defined objectives, communicated benchmarks, and conducted testing, implementation, and follow-up to ensure the successful completion of countless projects.

Collaborative Leadership—As an analyst, I possess core abilities to gain trust, build alliances and manage communications. Everything that I do is preceded by communication and customer service. While there may be many well-qualified analysts, I am continually recognized for bringing uniquely open, honest, and abundant communication to a field that may sometimes be defined by purely analytical personalities.

Additionally, with two marketing degrees my knowledge and contributions to business development, sales, and marketing analysis and strategy are deep rooted in both education and hands-on experience.

While secure in my current position, I would welcome the opportunity to return to the U.S. (I am a citizen) and will be available to start work immediately after a 4-week notice period with my current employer. I am available for phone or video conference interviews at your convenience.

If you are seeking a team member with a unique combination of strengths in data collection and analysis, collaborative communications, and service-based relationship management, please consider me as a top candidate for your organization. I hope to speak with you soon about my potential contributions to your insight and strategy. Please contact me at your earliest convenience.

Sincerely,

Catherine M Denmeade

SENIOR BUSINESS ANALYST

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Service-Driven Business Analyst with more than 7 years of experience in leading system, sales, and market analytics to increase insight, drive efficiency, and guide strategy.

Project Management—Defines objectives and manages analytics and intelligence projects through all phases from design through testing, implementation, and follow-up.

Cross-Functional Leadership—Leverages a natural customer service mentality to lead communications and collaboration throughout internal teams, customers, and external support groups.

System Optimization—Enriching business intelligence environments through the collaborative design of large BI systems including data warehouse requirements, data analysis, report writing and dashboard design.

Demonstrates top-level expertise in communications, data control, and internal leadership.

Core Competencies

Cross-Business Communications
Strategic Planning
Business Needs Assessment
Data/Document Analysis
Relationship Management
Work Flow Analysis
Business Solutions
Multilevel Communications
Reporting & Presentations
Project Management
Project Planning & Design
Statement of Purpose
Data Collection

PROFESSIONAL EXPERIENCE

*Asciano, Sydney, Australia 2011-present***BUSINESS INTELLIGENCE ANALYST**

Hired to build trust and collaboration with internal business teams, define and gather data requirements, create formal requirements documents, and drive custom BI projects. Managed the full lifecycle of each project and provided key analytical support and leadership including completing proof-of-concept models, user acceptance testing (UAT) ensuring appropriate sign-off. Provided end-user support for all BI tools and solutions and administered post-implementation change requests. Ensured 100% compliance with all IBM license rules by conducting routine audits of TM1 and Cognos users.

- **Established trust and led collaboration** as the primary liaison between business teams and BI developers, combining operational data with analytical tools to present complex and competitive information to planners and decision makers.
- **Satisfied all objectives in the delivery of on-time and on-budget BI projects and required documents.**
- **Ensured critical technical support for all BI projects** by providing direction to the BI technical team, serving as a BI Help Desk Analyst as required and maintaining the BI Known Errors database.
- **Translated business requirements into architecture and report design** in conjunction with the BI development team.
- **Defined data content** through the creation and management of data dictionary documents and mapped current and proposed data flows using Enterprise Architect.
- **Facilitated companywide communications** by creating and managing all aspects of BI communications including a BI SharePoint site, the creation and distribution of a BI newsletter and the BI Yammer account.

*Amcor, Sydney, Australia***2011****SENIOR SALES ANALYST**

Challenged to support the sales force by providing key insight through detailed analytics during ongoing restructuring. Managed customer budgets and forecasting, leveraging sales history and project demand data to recommend and negotiate final budgets with sales and commercial teams. Collaborated with the sales team to conduct needs assessment and cost analysis to create competitive sales presentations, pricing strategies, and proposals. Secured approval for pricing changes and updated information in SAP as the New South Wales pricing administrator. Trained and mentored junior analyst and monitored continuous process improvement projects to ensure comprehensive leadership over all analytics objectives.

- **Refined the focus of the sales team and reduced turnover** by building internal relationships, defining needs, and providing extensive support through market- and consumer-based analytics.
- **Increased sales productivity** through the development of new automated reports, the provision of accurate customer data, and the completion of all required and ad hoc reports. Served as the escalation manager for data questions and QlikView dashboards.

SENIOR CUSTOMER INSIGHT ANALYST/REPORTING ANALYST

Promoted from Reporting Analyst to Senior Customer Insight Analyst within the first 3 months. Built the customer insight (CI) team from the ground up to support sales efforts through strategic information and analysis. Leveraged MS Excel, Access, FoxPro and TM1 to develop a platform of CI tools, and provided insight into pharmacy and consumer behavior, demand planning, and production requirements. Managed relationships with internal teams and external developers, providing top-level customer service, training, and conflict resolution to in-field teams and comprehensive project management to third-party developers—including testing and sign-off for all new tools and updates.

- **Increased both generic substitution and Alphapharm product sales** by tracking data and providing key sales and industry insight to internal sales teams and customers.
- **Hired and trained a strong team of analysts** that quickly became a source of trusted information for senior management.
- **Revolutionized software reporting and analysis capabilities** as a result of collecting extensive data from pharmacies and working with external software coders to build a strategic intelligence and insight database. Maintained control over data warehouse, ensuring appropriate testing, validation, documentation, and presentation structure.
- **Automated and produced multiple reports** including key performance indicators and completed ad hoc analyses as requested by senior leadership teams.

MARKETING ANALYST

Hired to work with the market research manager to collect data, define and measure KPIs, and build a marketing metrics dashboard for marketing end-users. The position soon evolved to encompass the support of a new member call center with KPI reporting and the creation and management of an outbound call database. Translated analysis and data into effective sales language, and ensured full understanding of the systems throughout AHM.

- **Aligned marketing metrics with strategic goals** by managing and refining the marketing metrics system to track KPIs, campaigns, and current trends.
- **Significantly increased data collection and defined advertisement effectiveness** through the implementation of new campaign codes that were attached to various advertising campaigns.
- **Supported SWOT analysis and strategic planning** through the maintenance of a competitive products database.
- **Provided ongoing insight and decision support** by communicating key metrics and trends and providing data analysis as requested for all levels of management.
- **Recognized throughout the company** as an expert source of advice in the area of data collection strategies and analyses processes and systems.

Early career includes ...

Tutorial Instructor, Marketing Research, University of Wollongong, Australia

2004-2005

Acting Director of Marketing/House Manager, The Joyce Theatre, New York, NY

2000-2003**TECHNICAL PROFICIENCIES**

Microsoft Office Suite—Excel/Access: VBA, forms, automation—Word/PowerPoint: mail merge, automation—Outlook: form creation, automation—Project/Publisher

Business Intelligence Tools—Business Objects—Cognos 7, 8.4, 10.1—TM1 9.5, 10.1—Board 7.4

Coding Languages—VBA, SQL, MySQL, HTML, CSS

Other—SAP: front end, business user —Lotus Notes—**Advanced** PC and Mac—SPSS—Visio—Enterprise Architect

EDUCATION AND CERTIFICATIONS

ITIL Foundation Certification, DDLS

2011

Master, Strategic Marketing, University of Wollongong, Australia

2004

Bachelor of Business Administration, Marketing, Hofstra University, Hempstead, NY

2002