ROBERT SMITH

SQL Server BI Developer

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SUMMARY

SQL Server BI Developer committed to deliver high value to the organization. 10 years of extensive IT Professional experience with in the Retail domain. Expertise in Database Development, Modeling, Data Warehousing, Design and project management. Ability to comprehend and develop projects that align with program and organizational vision. Adept at instituting procedures and initiating solutions to specifications that save time, reduce costs, and eliminate redundancies.

CORE COMPETENCIES

Database, MICROSOFT SSRS, MS SQL Server, SQL, SQL Server

PROFESSIONAL EXPERIENCE

SQL Server BI Developer
Dress Barn Inc - January 2014 – Present

Key Deliverables:

- The project involves developing a BI solution for strategic analysis by sales, marketing, and pricing.
- Providing marketing and campaign management capability, an ability to measure effectiveness across all products and provide single data set for analysis and tracking of results to the management.
- Responsible for analyzing business requirements and defining sales and marketing CRM system specifications.
- Supporting the business and technical professionals in process improvement, technical designs, and quality assurance.
- Building the CRM sales and marketing application reporting structures using SSRS, SSAS, SSIS, TSQL and SQL server.
- Responsibilities also include enhancements of the CRM tailored to meet Dressbarns needs while administering day to day activities for supporting the sales and marketing CRM activities.
- Writing high-level test plans and test cases based on the baseline requirements.

SQL Server BI Developer
ABC Corp - 2008 – 2014

Key Deliverables:

- Provided support for the client applications and solved client issues.
- Used various SSIS event handlers in SSIS packages to capture the events such as pre-execute, post-execute for initializing settings related to the task, and used error event handler to log the custom errors and sent email notifications as alerts using send email task to the application development team and production support teams.