

# JAMES B ASHWORTH

## Senior, Advanced Analytics

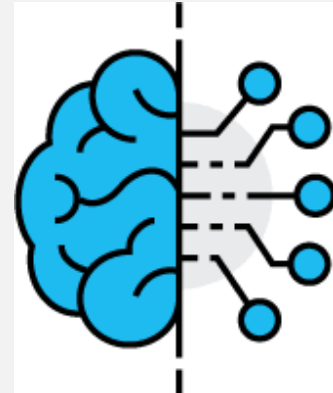
I need to update this If you are interested in my background and skills, please feel free to contact me.

## EDUCATION

- 2023  
(Expected)
- **Georgia Institute of Technology**  
M.S. in Data Analytics 📍 Atlanta, Georgia  
Thesis: To Be Determined
- 2021
- **Kennesaw State University**  
B.S. in Computational and Applied Mathematics 📍 Kennesaw, Georgia  
Minor: Statistics
- 2011
- **University of Phoenix**  
M.S. in Accounting 📍 Raleigh, North Carolina
- 2009
- **University of Phoenix**  
B.S. in Accounting 📍 Raleigh, North Carolina

## PROFESSIONAL EXPERIENCE

- 2021  
|  
Present
- **Senior, Advanced Analytics**  
AT&T 📍 Atlanta, Georgia (Remote)
- Utilize basic machine learning to build models supporting customer experience improvement decisions.
  - Communicate findings and recommendations using visuals to business leaders.
  - Identify, collect, and explore internal and external data sources to predict behavior for solving customer experience issues.
  - Built predictive models quantifying significance of data variances on ATT's big data for customer experiences.
- 2017  
|  
2021
- **Lead Financial Systems Analyst**  
AT&T 📍 Atlanta, Georgia
- Provide technical/functional expertise in identifying, evaluating, and developing financial systems.
  - Developed solutions to financial systems issues and worked with systems design to implement new features, including performing financial systems testing.
  - Worked on all phases of financial system maintenance including design, development, implementation, testing, and on-going support for extensive user-maintained decision and rules engines.



## CONTACT INFO

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For more information, please contact me via email.

## SKILLS

Full experience in forecasting financials and marketing defined customer bases.

Highly skilled in R, Python, and SQL languages.

Experienced in Tableau, Toad, PowerBI, and Office applications.

Highly effective in process improvement, needs assessment, communication, and adaptability.

*This resume was made with the R package **pagedown**.*

*Last updated on 2021-12-02.*

2015  
|  
2017

### Lead Strategic Pricing Manager

AT&T

📍 Atlanta, Georgia

- Strategically forecast subscriptions by analyzing complex data, customer behavior, and subscriber migration patterns.
- Construct and optimize reporting tools, price recommendations, regulatory compliance, innovative product creation, contracts, and data modeling.
- Report on key findings, instrumental to multi-year strategic planning, recommend revenue projections, identify potential risks, and discover opportunities for revenue generation.

2011  
|  
2015

### Lead Financial Analyst

AT&T

📍 Atlanta, Georgia

- Spearheaded development of the 2013/2014 Subsidy and Commissions planning process, modeling, forecasting, and results tracking with \$12B in annual P&L impact.
- Administered the comprehensive analysis of financial reports, trends, and opportunities to implement best practices, resolve errors, and drive revenue.
- Cultivate relations with Supply Chain, Accounting, and Marketing to leverage their experience, uncover patterns, and improve budget accuracy.

2009  
|  
2011

### Senior Financial Analyst

AT&T

📍 Atlanta, Georgia

- Winner of ATT's Circle of Excellence Employee Award in 2009
- Demonstrated ability to explain complex processes to employees at all levels, in order to ensure audit results were achieved
- Production of accurate, on time reports meeting stringent HQ requirements containing sensitive, confidential records such as iPhone data, HR material, and fraud related investigations
- Developed new reports to give auditors new areas for review in retail environments to keep AT&T costs low while still allowing a positive customer experience
- Group contact for internal audit relations providing needed resources for all financial audits related to company owned retail stores

1999  
|  
2009

### Retail Operations Analyst, Auditor

AT&T

📍 Raleigh, North Carolina

- Winner of ATT's Circle of Excellence Employee Award in 2007 and 2008
- Perform audits for each assigned AT&T location to ensure compliance with policies and procedures; including cash reviews, inventory counts, and internal controls verifications
- Utilized expert knowledge of Microsoft Access & Excel to create tracking reports to assist Asset Protection in identifying, researching and interpreting local fraud issues in AT&T systems
- Responsible for training sales staff on AT&T's policy and procedures
- Assist retail locations in identifying and resolving problems related to cash overages/shortages, material bank reconciliation write-offs, and inventory shortages/write-offs
- Identified misuse of bill credits, designed and created reports to track and reduce credits 63%
- Created revenue reporting on company store handset sales to highlight significant issues that led to new operational procedures reducing discounts \$50M per year

1997  
|  
1999



**Retail Sales Associate**

AT&T

📍 Wilson, North Carolina

- Customer service was premium creating repeat purchases and referrals while reducing customer churn.
- Excellent sales allowing me to exceed commission targets
- Maintained inventory reducing shrinkage to below company targets.



**TEACHING EXPERIENCE**

2021



**Introduction to PowerBI.**

Instructor of PowerBI for Accounting and Customer Experience Teams

📍 Atlanta, Georgia