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EDUCATION

**Bachelor of Science in Computer Science, Northeastern Illinois University, 2001 (Minor in Spanish)**

*Programming Languages: C++, COBOL, Visual Basic, Prolog, JCL, SQL*

**Advanced SQL Program, DePaul University, January 2012**

**Professional Dell Boomi Production Administrator Certification, March 2018**

**Professional Dell Boomi Developer Certification, July 2018**

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WORK EXPERIENCE

**GearsCRM - Needham, MA**  
**Data Specialist**

**November 2015-Present**

- Knowledge of third-party data loading tools and ETL with Salesforce. Proven ability to design and optimize business processes, and integrate business processes across dissimilar systems (SAP, Microsoft Dynamics, Zendesk, Goldmine, etc).
- Experience with integrations and middleware software (Boomi, Jitterbit) and design of custom integrations.
- Design and develop SQL scripts and other technologies with efficiency and optimization of processes in mind. Substantially reduced data loading times for large recurring projects by 75% without compromising data integrity after fine tuning SQL transformation scripts and utilizing bulk API's and linked server connections (DBAmp). Thereby, increasing customer satisfaction for delivering faster implementations.
- Ability to walk-through data migration process to clients. Coordinate with business/IT to capture field mapping, field transformation and normalization logic, metadata and reporting element direction, and prepare data migration plan.
- Expert data management skills, including hands on experience in data cleansing, data enrichment, data manipulations, data de-duplication, data mining, data modeling, and ETL.
- Knowledge of Agile development practices, particularly scrum and sprint based delivery. Effectively collaborate with project team and client resources to deliver on data requirements for data migration projects. Responsible for contributing to multiple technical projects at one time and coordinate with global teams.
- Highly efficient at independently working remote 100%. Can effectively communicate through various communication channels such as Slack, Skype, GoToMeeting, WebEx, Outlook, etc.

*Software: Microsoft SQL Server 2014, MS Office, Salesforce, Jitterbit, Data Loader, DBAmp, DemandTools, Dell Boomi*

*Programming Languages: Advanced SQL, Beginner HTML, Java, Groovy*

**Panduit - Tinley Park, IL**  
**CRM Business Analyst / Marketing Automation Manager**

**June 2014-July 2015**

- Designed and implemented custom SQL queries to automate processes, improve data integrity, and improve bandwidth. As a result, bandwidth efficiency improved by 85% and data integrity improved by 70% through automated processes in Microsoft Access verses manual processes in Excel.
- Supported manufacturing marketing projects and operations through database administration, data cleansing, maintaining data integrity, setting up file import specs, managing data imports, web landing page and re-direct creations, lead scoring profile and listener program implementations, email distribution marketing assistance, and ad-hoc reporting for CRM and marketing automation tools.
- Employed data mining techniques to identify top market manufacturing segments (i.e. management level, functional level, vertical market, etc) for optimum campaign performance and response.
- Provided dashboards and quantitative analysis through pivot tables, time series analysis, charts, vlookups, and graphs in Excel to demonstrate campaign effectiveness, leads pipeline, and conversion on marketing campaigns and ROI. Obtained in depth analysis using advanced SQL in Microsoft Access.
- Effective in project management and working in team settings across departments. Communicated and collaborated with stakeholders on a periodic basis to ensure a successful migration of Microsoft Dynamics 2013 (CRM tool) and Marketo (marketing automation tool).
- Solely managed and administered global workflow queue as well as trained and mentored team members virtually and on site.

*Software: Microsoft Dynamics 2013/2015, MS Access, Excel, Word, PowerPoint, SAP Business Objects, Salesfusion, Marketo*

*Programming Languages: Advanced SQL, HTML*

*Awards/Recognition: Recipient of Bravo Award on 12-23-2014*

### Client Services Manager

- Utilized advanced SQL to run complex queries for comprehensive analysis. Provided dashboards and quantitative analysis through pivot tables, time series analysis, charts, vlookups, and graphs to provide the client with the best interpretation and value of the data. Thereby, improving client revenue on marketing campaigns up to 25% through reporting and recommendations for large hospital systems.
- Supported healthcare marketing projects and operations through generating and analyzing campaigns, profiles, ROI reports, and dashboards.
- Assisted clients in scoping and developing projects for CRM tool.
- Employed data mining techniques to identify which market health segments (i.e. prizm, householdview, clinical targeter, etc) should be used to best target customers to improve campaign response and ROI.
- Managed and evaluated customer data during the initial phase of data submissions to help resolve data anomalies and improve data integrity.
- Traveled to client sites locally and nationally and met with client executives for report and program overviews.
- Expert level of knowledge in medical terminology, ICD-9, CPT and DRG
- Worked independently and remotely 50% of time.

### Marketing Analyst

- Oversaw a major analytical dashboard project designed to display ROI results for nearly 100 hospital events that took place over a two year period. I stepped in with no prior knowledge of the project and performed a complete overhaul of the code and entire project layout. As a result, we were able to complete the quarterly dashboard and improve bandwidth by 50% with much more reliable results compared to the previous quarter.
- Supported healthcare marketing projects and operations through generating and analyzing campaigns, profiles, ROI reports, and dashboards.
- Assisted team members through daily monitoring and completing tasks from work flow queue, troubleshooting SQL issues, and rewriting queries to improve performance.
- Implemented record de-duplication and run SQL queries to cleanse and pull intricate mailing lists for clients using Microsoft Access.
- Expert level of knowledge in medical terminology, ICD-9, CPT and DRG
- Worked independently and remotely 50% of time.
- Generated code for large project consisting of call center data involving five hospital systems for white paper analysis which was designed to display the benefits of using a call center to generate revenue.
- Utilized advanced SQL to run complex queries for comprehensive analysis. Provided dashboards and quantitative analysis through pivot tables, time series analysis, charts, vlookups, and graphs to provide the client with the best interpretation and value of the data.

### Product Support Associate

- Collaborated with clients on a daily basis, both oral and written; Ability to support and resolve client issue expeditiously and with the utmost courtesy. Consistently rated in the upper 90th percentile in random quality control screenings and customer satisfaction surveys.
- Supported Spanish speaking clients with technical support and translated correspondence.
- Superior product knowledge and ability to support all Tier 1 products (Marketing and Planning, Operational, and Clinical Product Suites); Strong analytical and troubleshooting skills.
- Utilized SQL within MS Access to build custom applications in Application Wizard (an application building tool in Market Expert).
- Designated as a backup for Tier 2 product support specialists for call volume and workload.

**Software:** Oracle Toad 9.6, MS Access, Excel, Word, PowerPoint, Salesforce

**Company Software:** Market Expert, Market Planner Plus, Outpatient Profiles, ActionOI, Care Discovery Quality Measures, Care Discovery, Market Discovery Marketing

**Programming Languages:** Advanced SQL

**Awards/Recognition:** Winner of Customer Satisfaction Awards: April 2011, June 2011, And January 2012

Recipient of Above and Beyond Awards: 12/23/2010, 2/8/2011, 9/2/2011, 9/2/2012, 3/20/2014, and 4/29/2014

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#### **LANGUAGE SKILLS**

- English: native language
- Spanish: fluent (speaking, reading, writing)

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#### **PREVIOUS EMPLOYMENT**

**Real Estate Sales, Self Employed – Chicago, IL**

**May 2001-June 2010**

**Mortgage 1 Network, Senior Loan Originator - Chicago, IL**

**January 2003-June 2008**