

## Katherine Armitage

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### Profile

I'm a creative problem-solver with experience in back-end and front-end development. In my work as a business analyst, I create ETL processes & reporting in a Hadoop ecosystem - automating manual tasks, optimizing existing processes, and collaborating with technical and non-technical stakeholders. I'm currently enrolled in a full stack web development course at the University of Washington with the intention of transitioning to full time software development.

### Technical Skills

#### *Proficient*

Javascript, HTML, CSS, jQuery, SQL, Hive, Git

#### *Familiar*

Python, Spark, Jupyter Notebooks, Node.js

### Experience

*Getty Images: Seattle, WA*

Senior Business Analyst, Feb 2019 - present

I create ETL processes, optimize existing jobs, & develop table/dmart architecture for a variety of internal reporting suites. I work closely with developers on our internal data services team, and have played a key role in transitioning jobs from a MS SQL environment to a Hive ecosystem.

Marketing Analyst, May 2016 - Feb 2019

I built, tested & maintained new reporting for email marketing and web analytics teams, from data architecture/etl to front-end presentation. I was the first person on my broader team to build jobs in Hive, and the first to adopt Git.

Marketing Specialist, May 2015 - May 2016

I worked closely with analytics & sales stakeholders to develop and implement a predictive lead scoring model, increasing qualified leads by 30%. I also analyzed digital marketing spend performance across all geos, identifying growth areas for further investment.

Marketing Specialist (contractor), Feb 2014 - May 2015

I was the point-person for the Marketing budget. I worked closely with finance & marketing leadership to forecast & analyze spend for all cost centers/geos, including digital marketing.

#### *Additional Experience:*

Executive Assistant, Exvere: Sep 2012 - Feb 2014

Associate Senior Living Advisor, A Place for Mom: Jun 2011 - Sep 2012

Writing & ESL tutor, Tacoma Community College: Jan - Nov 2010

### Education

University of Washington Coding Bootcamp: Mar - Sep 2019 (expected)

Full stack web development course focused on Javascript

North Seattle Community College: 2013-2014

Foundational computer science coursework (Python & Java)

St. John's College: 2005-2009

Bachelor of Arts, Philosophy & History of Math & Science