KYLE UMLANG

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EDUCATION

Bachelor of Science, Advertising • University of Texas, Austin, TX   **May 2008**

- *Business Foundations Program Certificate* from Red McCombs School of Business

Master of Science, Applied Data Science • Syracuse University, Syracuse, NY   **May 2021**

PROFESSIONAL EXPERIENCE

Investment Data Analyst • Fort Washington Investment Advisors, Inc., Cincinnati, OH   **Mar 2018 – present**

- Worked with IT to develop data requirements to maintain data integrity and ensure compliance with data governance processes
- Served as liaison and consulted with ETL developers, data modelers and IT programmers related to business-specific technical specifications and mapping documents, business processes, data flow diagrams and development of business intelligence tools
- Supported technical aspects of Bloomberg PORT including research to ensure proper data sourcing for reports, data validation and workflows while developing statistical models to support risk and custom analytics practices
- Developed, created and maintained FWIA data dictionary, data hierarchies and necessary logic to support data validation and quality assurance, data management software and data visualization projects for Markit EDM processes

Marketing Analyst • VITAS Healthcare, Cincinnati, OH   **Feb 2015 – Feb 2018**

- Performed analysis of website activity data and answered key business questions related to marketing campaign effectiveness and website performance to ensure online digital campaigns met expectations
- Measured, interpreted and reported results of marketing programs and website optimization efforts and communicated with creative director, director of digital marketing and other levels of management to plan/execute future testing and optimization
- Interfaced internal and external call centers to ensure accuracy and consistency in revenue tracking for online and offline marketing and business development initiatives. Coordinated and integrated reporting sources to calculate return on investment
- Maintained ownership/implementation of reporting to develop understanding of interplay among digital marketing channels

Senior Field Specialist/Sample Administrator • Nielsen, Cincinnati, OH   **Dec 2012 – Feb 2015**

- Managed, created and designed project specific demographic requirements of global online surveys while coordinating, monitoring and liaising with internal clients for Nielsen BASES to ensure projects met client requirements /stayed within budget
- Supported global panel health, data quality and database hygiene. Worked closely with Client Services, Data Monitoring, Panel Relations, Sample and Programming teams to ensure that deliverables exceeded expectations
- Facilitated production team with SQL programming while collaborating/managing daily concept, AFU's and retrieval workload
- Completed weekly Project Developer feasibility requests while managing and maintaining the feasibility request website. Brought our annual on-time percentage from 86% to 99%, securing more income for the company

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SKILLS & SOFTWARE EXPERIENCE

- Data Management/Governance/DBMS (HTML, MS SQL, R, Python, Anaconda, Jupyter, UNIX, Visio, SaS, Oracle)
- Business Intelligence / Integration (IBM Cognos TM1, MicroStrategy, Tableau, KNIME, DTS, SSIS, Informatica)
- Financial services (POINT, Bloomberg PORT, PAM, PACE Eagle, Markit EDM)
- Microsoft Office (Word, Excel, Access, PowerPoint & Publisher)
- PPC/SEM/SEO (Adobe Analytics/Media Optimizer/Report Builder, Google Analytics/AdWords/Search Console)
- Website Testing (Sitecore, Adobe Target, Hot Jar, +AddThis, bitly, UserTesting)
- App Management (Adobe Mobile Services, Flurry Analytics, iTunes Connect, Google Play, Parse)
- Social Media (Adobe Social, Facebook Ad Manager, LinkedIn Campaign Manager, Twitter Analytics, YouTube Analytics)
- Design (Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe After Effects, QuarkXPress)

Highly creative with reporting, analysis and data visualization. Effective with project management and client communication. Extremely organized and reliable with a strong work ethic. Proficient in building lasting rapport with executive decision-makers, creatives, and technical specialists. Quick to learn new skills and assume additional responsibilities.

HONORS & AWARDS

- **Certified ScrumMaster (CSM)** • Project Brilliant, Indianapolis, IN   **Apr 2020**
- **Inspiring Data Trendsetter** • Tableau Software, Seattle, WA   **Mar 2020**
- **Alpha Lambda Delta/ Phi Eta Sigma Honor Society** • University of Texas, Austin, TX   **Jan 2005**