LIZ **WILSON**

B U S I N E S S / D A T A   A N A L Y S T

☎ 720-278-8066

✉ lizwilson00@gmail.com

📍 1 Faculty Way Bloomfield Hills, MI 48304

🌐 lizwilson00.github.io

P R O F I L E

Results-driven technical business analyst with expertise in data analytics, statistics, and machine learning. Seeking a Data Analyst role to apply my passion for data and to drive business success.

S K I L L S

- BA: MS Office, SDLC, Agile and Waterfall, MS Visio
- Data Analysis: Python, SQL, Tableau, SSRS, Looker Studio, DBT, Jupyter Notebook, Pandas, Numpy, Matplotlib, Scikit Learn, Excel VBA, SQL Server, Teradata, DB2
- Software Development: JavaScript, Ruby, HTML, CSS, Git, Docker, GCP

E D U C A T I O N

MASTERS IN APPLIED STATISTICS
Colorado State University
2012-2014

BA ECONOMICS/MANAGERIAL STUDIES
Rice University

E X P E R I E N C E

STUDENT

2021-PRESENT

- 1.5 years working through the Core Curriculum at Launch School where I learned software fundamentals, Ruby, JavaScript, Git, HTML, CSS, and Advanced SQL
- Free Code Camp: Python, Pandas, Numpy, Matplotlib, and received Data Analysis with Python Certificate
- Data Engineering Zoomcamp: Docker, Google Cloud Platform, Prefect, DBT, and Spark
- Machine Learning Zoomcamp: ML algorithms and principles and Python libraries like Scikit Learn

BUSINESS/PRODUCT ANALYST

Compass Pointe Consulting
2020-2021

Client: T. Rowe Price, Baltimore, MD

- Created user stories for updates to the T. Rowe Price Workplace website
- Collaborated with the Dev team, Legal, QA team, and business users to fulfill custom client requests
- Identified test scenarios for user stories, set up test data via SQL and other tools, researched production issues and provided impact analysis

EXPERIENCE

LEAD BUSINESS SYSTEMS ANALYST

Merkle Inc

2016-2020

Clients: Feld Entertainment, Cedar Fair, and AT&T

- For Feld and Cedar Fair I was the sole BSA and was responsible for all phases of change requests to maintain their marketing databases, including documentation, development support, testing, and UAT coordination
- Example Change Requests: adding email address owner logic, adding/modifying data feeds, adding/modifying SQL trigger campaigns, modifying match logic to better tie sales with redemptions
- For all three clients: maintained up to date solution documentation including campaign documentation, source to target mappings, data dictionaries, created design documentation for more complex requests including Visio diagrams and writing pseudo code, ad hoc reporting SQL queries
- Maintained Feld's campaign reports in Tableau, making updates as needed and troubleshooting issues
- Documented all manual AT&T campaigns so that they could be converted to SQL and run automatically

SENIOR BUSINESS ANALYST

Think Inc

2014-2015

- American Credit Acceptance (Spartanburg, SC): Created data mapping documentation for all fields that were utilized by their 5 front end loan origination systems, extracted business rules from SQL code that fed each database field
- Bloomberg Bureau of National Affairs (Arlington, VA): Conducted business process meetings to review all BBNA HR processes, created use cases that documented all processes and dependencies, identified and documented gaps for 54 HR and Payroll processes between Bloomberg and BBNA plus its 5 subsidiaries in prepation for a conversion to WorkDay