

Matthew Gazzano

BI Analyst

Contact

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About

BI Analyst with focused experience in reporting and process improvement. Throughout my current role, I've been able to grow in a results driven environment through coordinating and tracking high profile pharmaceutical point of care campaigns. While working in a startup environment, I have also been able to help develop new processes to optimize campaign objectives through a data driven approach.


Extracurricular

Published Musician- Can be found on Spotify!

Education

Montclair State University	Montclair, NJ
Feliciano School of Business – AACSB Accredited	
Master of Science in Business Analytics (MSBA) – Part Time	Class of 2022
Ramapo College of New Jersey	Mahwah, NJ
Anisfield School of Business – AACSB Accredited	
Bachelor of Science in Business Administration: Marketing - 3.6	January 2018

Experience

-  Health Monitor Network Montvale, NJ
 - Senior BI Analyst June 2020 - Present
 - Own standardized reporting for C-level management on status of digital product network
 - Team lead for developing & maintaining querying workspace for all operational data inside Google BigQuery
 - Lead CRM design for day-to-day procedures and Ad hoc objectives (Zoho CRM)
 - Aid in department implementation of NetSuite ERP
 - Digital Operations Analyst January 2018 – June 2020
 - Produce weekly dashboards and ad hoc reports on campaign deployment to C-level management. Identify KPI's
 - Develop, execute, and maintain standard operating procedures to deliver on sponsor programs across all digital products in network
 - Optimize and coordinate the input and output of project deliverable data in CRM database
 - Onboard new vendors with current processes and hold them accountable for delivery through tracking performance metrics
 - Sales & Operations Intern May 2016 – December 2017
 - Responsible to manage the installation and update of digital products- interacted with new and existing clients via phone and email
 - Utilized CRM and Job Management software to reconcile field activity reports against work orders
 - Verified healthcare providers for eligibility of sale and sponsor targeting
 - Assisted sales team with telemarketing efforts when needed

Skills / Applications

Microsoft Excel – Advanced Functions (XLOOKUP, COUNTIFS), Power Query, Power Pivot, Pivot Tables, VBA / Macros

Database Tools – Google BigQuery, MS Access, SQL queries - Joins, Common Table Expressions, Aggregate Functions, Window Functions

Other Applications: CRM – (Zoho CRM), Data Visualization (Microsoft Power BI), Online Forms (Jot Form), Project Management Software (Airtable), Google Sheets & Google Sheets API's