MICHAEL M. ERYAN

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This resume is available at https://goo.gl/bYSDny
Personal website: https://mikeeryan.github.io

DATABASE MARKETING CAMPAIGN ANALYST
Technical Solutions | Analytic Leadership | Data Management

Master's educated data analysis professional with extensive experience providing analytical solutions in support of key organizational goals and objectives. Skilled at conducting detailed analysis of current business situations, implementing business solutions that drive increases in operational efficiency and effectiveness. Unique in the ability to combine a strong understanding of business trends, statistics and economics with a technical background used to resolve a wide-range of business issues. Recognized for the ability to deliver exceptional results working in fast-pace, highly dynamic business environments.

AREAS OF EXPERTISE

- Statistics & Econometrics
- Linear & Logistic Regressions
- Vendor Relationships
- Time Series Forecasting
- Machine Learning
- Reinforcement Learning

- SAS Programming
- Project Management
- Technical Documentation
- Statistical Techniques
- Supervised Learning
- Deep Learning

- A/B Testing Models
- Business Intelligence
- Predictive Analytics
- Business Trends
- Unsupervised Learning
- Self-service applications

TECHNICAL PROFICIENCY

Database Management:	SQL (9+ years) in Oracle, Teradata, Netezza, Hadoop Databases, Microsoft Office Suite, Oracle DB Administration, PL/SQL
OS Administration:	Windows Server 2012 R2, Redhat Linux
Software Packages:	SAS (9+ years) (Base, Enterprise Guide and Enterprise Miner), Alteryx, Rstudio, Rapidminer, KXEN, Stata, Autobox, EViews, Forecast Pro, Applied Predictive Technologies
Software Administration:	SAS 9.4 Server, RStudio Server Pro
Programming:	Python (3+ years), R (2+ years),
Miscellaneous:	Keras, Tensorflow, Tableau, Hadoop, MapReduce, NoSQL Databases, MongoDB, XML

TECHNICAL CERTIFICATIONS

Udacity:
Machine Learning Engineer Nanodegree, (2018)
Data Analyst Nanodegree, (2017)

SAS Institute Certifications:
SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modeling, (2015)
SAS Certified Advanced Programmer for SAS 9, (2011)
SAS Certified Base Programmer for SAS 9, (2010)

Oracle University Certifications:
Oracle PL/SQL Developer Certified Associate, (2015)
Oracle Database 11g Administrator Certified Associate, (2012)
Oracle Database SQL Expert, (2011)

PROFESSIONAL EXPERIENCE

CHARLES SCHWAB, LONE TREE, CO   2017 - Present
Senior Manager - Database Marketing Campaign Analyst - Data-Driven Communications - Analytics & Business Insight
- Envisioned a new data processing methodology to ensure accuracy, efficiency, transparency, flexibility and scalability using SAS macros and workflows.

Professional Experience Continued

- Built dozens of modularized SAS macros using "data" step and SQL to support large scale cash product projects that had a high impact to Schwab's bottom line.
- Acted as an internal consultant to business partners to assess their decision-making, reporting and marketing needs, and recommended appropriate metrics, either from existing reports or from newly developed reports.
- Researched, analyzed and leveraged data from a wide range of internal and external sources to generate accurate and comprehensive direct marketing lists.
- Developed and applied a deep and broad understanding of the underlying business & marketing issues that the reports and analyses were intended to address, in order to ensure their accuracy & relevance.

WESTERN UNION, ENGLEWOOD, CO   2011 – 2017
Senior Statistical Analyst – Global Analytics and Insights
- Built advanced programs in SAS using "data" step, "proc sql," and the macro language.
- Developed complex SQL scripts in both Oracle and Netezza RDBMS to produce reports and prepare data for modeling.
- Designed SQL pass-through queries using SAS macro language to efficiently process large amounts of data in Oracle and Netezza.
- Took the initiative to build new professional partnerships and learn new technical skills to install, configure and maintain statistical software and to fill in the existing gap between the department's developers and the IT department.
- Performed Windows Server 2012 R2 and SAS 9.4 Business Intelligence platform administration and Redhat Linux and RStudio Server Pro configuration and administration.
- Lead in terms of predictive modeling, using logistic regression in SAS and machine learning techniques in R to support the digital business team in creating predictive models for marketing campaigns and risk assessments.
- Developed and implemented an in-house A/B Testing methodology, using 3rd party software to successfully design and analyze marketing, pricing, direct mail and email test-and-learn campaigns.
- Summarized, presented and interpreted key findings in both written and verbal form to colleagues and superiors to improve decision making abilities.
- Mentored junior analysts and other colleagues on the use of new software, programming and statistical foundations to increase both individual and team performance.
- Managed a vendor competition to choose the best forecasting software including creating a new forecasting process for the global business channels that allowed for more informed strategic decision making.
- Worked in collaboration with an industry leading vendor to develop and manage the global growth decomposition tool, Marketing Mix Model.
- Played a key role managing the projects that required collaboration with IT and business partners, the acquisition of new hardware and software and the training and outsourcing of processes to a number of offshore teams.
- Correctly analyzed various pricing and marketing campaigns through the use of advanced statistical techniques.

EDUCATION

Masters of Arts, Economics – University of Colorado Denver, Denver, CO (2010)