

# Pamela Counter

## Data Analyst

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Seeking a challenging role to leverage extensive report developer/SQL programmer skills and expand data analysis capabilities to transform data into strategic insights that drive business growth and optimize operational efficiency

## Overview

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Experienced Call Center SQL Programmer/ Report creator with expertise in SSRS and SQL, performance metric evaluation and data management. Proficient in delivering accurate reports to support business objectives while ensuring data integrity. Strong collaborator, adaptable to changing needs, and committed to a results-driven approach. Administered operational and contact flow pattern setup in third party CRM systems.

## Experience

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December 2003-December 2025

### SQL Programmer| Focus Services

- Designed and automated SSRS reports and dashboards and streamline data for metric creation to monitor and track key performance indicators.
- Propelled initiatives with cross-functional teams to streamline data collection processes, enhancing efficiency and accuracy.
- Increased efficiency in data storage and retrieval by implementing robust database management systems.
- Administrated third party CRM systems and contact flow setup for multiple campaigns
- Transformed data in Excel pivot tables to demonstrate effectiveness of proposed metric changes and tracking to stakeholders.
- Collaborated with IT to ensure data security measures were in place, safeguarding sensitive information.
- Developed and maintained data pipelines for seamless flow of information, ensuring timely availability for decision-making.
- Automated routine data analysis tasks, freeing up time for more complex analysis.

## Accomplishments

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- Contributed to the design and development of enterprise applications utilizing n-tier SQL architecture, advanced stored procedures, and C#/ASP-based web platforms to streamline contact center data capture and employee administration.
- Designed and implemented user-facing applications to manage and update website metadata, improving content visibility while significantly reducing user error through intuitive interface design.
- Designed and delivered advanced SSRS reports that integrated SQL-sourced data with embedded Excel formulas, enabling users to seamlessly input additional data post-export and automatically include it in calculations—reducing manual processing and improving reporting flexibility.

## Education

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### Bachelor's Computer Science

WEBER STATE UNIVERSITY

- Dean's Scholarship Recipient
- 3.97 GPA
- Graduated 2012

## Skills

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- SQL proficiency in querying, optimization and transformation
- Data visualization and automation in (SSRS, Excel, Power BI)
- Data collection and interpretation
- C#, ASPX, VB, C++, html
- Microsoft Office Suite
- Effective Client Communication
- Dependable and reliable
- Creative problem solving and Analytical mindset
- Multitasking and Task prioritization
- Python

## Contact

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