

# CHRIS MORATH

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## PROFESSIONAL EXPERIENCE

### OPERATIONS REPORTING ANALYST

JUN 2018 – OCT 2021

#### »SPHERE COMMERCE«

**Systems Administrator for Power BI tenant in Operations used for C-level and Enterprise reporting.**

- Put together reports and dashboards for Sales, Risk, and Customer Service.
- Created presentations designed to be taken by C-level executives to monthly Board meetings.
- Increased productivity by eradicating the need for spreadsheets to summarize data.
- Centralized use and calculation of Key Performance Indicators (KPI) used to make important business decisions.

**Increased visibility of team wins by defining, documenting, and implementing customized business KPIs.**

- Distributed daily summaries of customer interactions with sales and support teams.
- Designed a custom algorithm to gauge employee utilization, pinpoint roadblocks, and opportunities.
- Identified gaps in support processes and helped to reduce redundancy in employee routines.
- Adapted reporting to incorporate company collateral including colors, logo, and other approved graphics.

**Deployed data gateway using a combination of schedules and automation to refresh and distribute data.**

- Worked with IT to integrate Power BI gateway program onto local server network.
- Built dataflows to combine data from various sources into data ready to support business goals.
- Performed ad-hoc database queries (SQL) for Operations, Risk, Customer Service, and IT departments.
- Developed and debugged SQL queries, stored procedures, and user-defined functions (UDF).

**Employed user-centric methodologies Common Data Model (CDM), User Interface (UI), and User Experience (UX).**

- Created a Common Data Model to provide a shared data language for business applications and processes.
- Designed reports intended to be easily navigated and exported by novice users.
- Developed complex DAX measures and calculated columns to solve for various business needs/constraints.
- Created custom functions, parameters, and calculated columns using M in Power Query.
- Kept up-to-date documentation on all reports, extensively used queries, and any complex DAX measures.

### REPORTS AND DASHBOARDS

Return on Investment (ROI), Net Promoter Score, Cost Per Lead/Acquisition, Turnover/Retention, Win Rate, Forecasting, Portfolio and Risk Management, Program Channel Performance, First Call Resolution, Service Level, Abandon Rate, Speed to Answer, Handle Time, Occupancy, Cost Per Contact, Utilization

### LANGUAGES

SQL, MySQL, M, DAX, Excel formula syntax

### TOOLS

Power BI, Excel, Power Query, Power Automate, Power Point, Word, SharePoint, SQL Server Studio, MySQL Workbench, Power BI Report Builder, UI Path, Outlook, Zoom, Teams, Slack, Azure, Power Apps, OneDrive, Power Point, Vizio, Office 365, Trello

## PROJECT CONSULTANT

DEC 2017 – MAR 2018

### »ICONMA«

#### **Systems Administrator for one of the largest Project Management Offices (PMO).**

- *Created document repositories both in SharePoint and OpenText Content Server.*
- *Setup new users and created/modified user groups and assigned appropriate user permissions.*
- *Created new and reworked existing documentation to increase user efficiency and compliance.*

#### **Contracted for short term project work on site at a US Bank ranked among the top five in the country.**

- *Managed multiple SharePoint queues capturing requests from various IT project teams.*
- *Processed new project/program requests by setting up the appropriate records and document repositories.*

#### **Bolstered portfolio governance for systems of record.**

- *Maintained elevated level of accuracy and detail while completing requests.*
- *Scrutinized process documentation for gaps, opportunities, and potential for improving operational efficiency.*
- *Obtained approvals and/or verified change controls before commencing any work on maintenance requests.*

#### **TOOLS**

Excel, Word, SharePoint, Outlook, OpenText Content Server

## VENDOR MANAGER

JAN 2011 – APR 2017

### »BLACKHAWK NETWORK«

#### **QuickBase Systems Administrator and Subject Matter Expert (SME) for SAP Business Objects and Excel.**

- *Administered various QuickBase apps for Operations.*
- *Put together reports and dashboards for Operations, Vendors, Customers, Sales, and Client Support.*
- *Provided Forecasting critical for operational planning with data entry vendors.*
- *Distributed reports and presentations of various analyses including KPIs, variance, and gap.*

#### **Refined Common Data Model (CDM), and KPI calculations.**

- *Documented a Common Data Model of shared language used by data entry and support operators.*
- *Distributed reports intended to be easily navigated and used by novice users.*
- *Developed complex measures and calculated columns to solve for various business needs/constraints.*

#### **Managed a small support team providing first line support to offshore data entry vendors.**

- *Provided day-to-day support to vendors in the US, Canada, Mexico, India, and China.*
- *Accountable for all communication and training of vendors processing over 12 million documents annually.*
- *Responsible for all support activities including conducting operator training and writing data entry instruction.*
- *Held regular calls to keep teams engaged in open communication and to foster trust.*

#### **REPORTS AND DASHBOARDS**

Data Entry Throughput, Data Entry Quality, Turnover/Retention, Forecasting, Program Channel Performance, Occupancy, Utilization

#### **LANGUAGES**

Excel formula syntax, SAP Business Objects formula syntax

#### **TOOLS**

SAP Business Objects (Bob-J), QuickBase, Excel, SharePoint, Outlook, Power Point, Vizio, Smartsheets

## ACCOUNT MANAGER

AUG 2006 – DEC 2008

### »COMMERCIAL METALS COMPANY«

**Primary contact on customer account, internally between departments and externally to the client.**

- Prepared budgets and submitted estimates for program costs as part of campaign plan development.
- Coordinated activities of departments, including sales, purchasing and finance.
- Conferred with clients to provide marketing or technical advice.

**Encouraged an open and honest, proactive relationship with clients and vendors.**

- Responsible for on-hand inventory both warehoused and in-transit exceeding \$3.5 million in estimated value.
- Directed, motivated, and monitored the mobilization of vendor teams to advance campaign goals.
- Trained and mentored personnel, including new hires and peers.
- Conducted internal audits on personnel per ISO 9001 compliance requirements.

### REPORTS AND DASHBOARDS

Open Order Tracking, Inventory Tracking, International Cargo Shipping Status, Forecasting, New Business Analysis

### LANGUAGES

Excel formula syntax, Crystal Reports formula syntax

### TOOLS

Excel, Crystal Reports, Word, Outlook, Oracle, Power Point

## SOFT SKILLS

- SWOT Analysis, Quarterly Business Review (QBR)
- Employee Management and Team Leadership
- Project Management, and Backlog Management
- Training, Documentation, and Communication
- Define Business Definitions, Processes
- Vendor Management, and Customer Relations
- Snowflake/Star Schema, Common Data Model
- Running Average and Seasonal Forecasting
- Variance, Gap, and Regression Analysis
- Export, Transform, and Load (ETL)
- Data Modeling, Visualization and Storytelling
- Key Performance Indicators (KPI)

## OTHER TOOLS

- Google Cloud Platform, BigQuery, Data Studio

## ACTIVITIES

“**A** data analyst is an explorer, a detective and an artist all rolled into one.”<sup>1</sup>

*I take pleasure in the challenge to find solutions for problems that no one else can. I am especially honored to help others and stand alongside them as they work to achieve their goals. I am fortunate to have found outlets for sharing these passions. I take considerable pride in expressing my creativity both professionally, and personally through different online forums. I regularly answer questions, offer advice, and provide solutions for people on Reddit on diverse topics including Google Sheets, Excel, Power Query, and Power BI.*

<sup>1</sup> "Dimensions of data analytics", Google Data Analytics Professional Certificate program, Coursera.com

## EDUCATION

### BACHELOR OF FINE ARTS

GRADUATED JAN 2004

### »WILLIAM PATERSON UNIVERSITY«

**Degree program in fine arts and graphic design.**

- Hands-on coursework included mechanical drawing, creating brand guidelines, and other marketing collateral.
- Computer coursework included 3D modeling, animation, photo editing, and marketing call to action (CTA).