

ROSS CARHART

SENIOR DATA STRATEGIST AND ANALYTICS ENGINEER

Pittsburgh, PA

rcarhart2@gmail.com

rosscarhart.com

PROFESSIONAL SUMMARY

Senior Data Strategist and Analytics Engineer with expertise in data modeling, BI development, and ETL automation. Proven record of delivering multi-million dollar cost savings, optimizing data pipelines, and leading analytics teams to drive measurable business impact. Skilled at translating complex data into actionable insights across retail, media, and consumer industries.

EXPERIENCE

Senior Data Strategist

Oct 2024 - Present

Abercrombie & Fitch, Remote

- Architected a comprehensive customer data model enabling marketing, decision sciences, and product teams to build KPIs, analyze campaigns, and optimize audience targeting.
- Trained and mentored analysts in SQL, BI tools, and data modeling, elevating team efficiency and data literacy.
- Developed Power BI reports for Returns, Fraud, and Abuse, leading to a \$2M reduction in costs.
- Built affiliate analytics reporting in Power BI that reduced reconciliation inefficiencies, saving \$3M annually.

Senior Analytics Engineer

Apr 2023 - Oct 2024

Doner Media, Remote

- Implemented a dbt project to streamline data transformation processes, increasing scalability and governance.
- Automated marketing campaign data extraction using open-source platforms, reducing data acquisition costs.
- Delivered client-facing Tableau and Power BI dashboards for UPS, McDonald's, CableOne, and Owens Corning, improving business insights and client satisfaction.
- Optimized pipelines through code refactoring, reducing runtimes by 30%.

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EXPERIENCE (CONTINUED)

Senior Data Analyst

Sept 2021 - Apr 2023

GNC, Pittsburgh PA

- Grew subscription business 200% by designing new KPIs to better market and measure subscription customers.
- Automated reporting in Tableau and Power BI, eliminating repetitive ad-hoc requests and saving analyst time.
- Built automated discontinued-product tracking to deplete inventory and reduce out-of-stock notices.
- Detected and fixed bugs in inventory algorithms and marketing campaigns, improving fulfillment by 10% and reducing customer spam.
- Designed A/B tests to measure marketing effectiveness and developed pipelines to monitor competitors' social, SEO, and retail data.
- Managed and mentored analysts and interns.

Data Analyst

Nov 2017 - Sept 2021

TruFoodMfg, Pittsburgh PA

- Created BI dashboards for executives and plant managers, enabling data-driven decision-making in factory operations.
- Developed and tracked KPIs that reduced downtime by 25% and lowered operating costs by 10%.
- Managed Tableau Server and ensured robust reporting through rigorous data quality processes.
- Established a Quality Metric for a corporate bonus program, incentivizing employees to prioritize quality.

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SKILLS

Data and Cloud

- Snowflake
- Databricks
- Postgres
- Microsoft SQL Server
- Azure
- DBT
- Spark
- Kafka

Languages

- SQL
- Python
- Bash
- Git

BI & Analytics

- Power BI
- Tableau
- Alteryx
- Excel

Tools & DevOps

- GitHub
- Docker
- PowerShell
- JIRA

Expertise

- Data Modeling
- Data Warehousing
- ETL Pipelines
- Data Visualization
- Analytics
- Data Strategy

EDUCATION

Certificate in Computer Software Engineering

Community College of Allegheny County

2020 - 2022

Bachelor of Science (B.S.)

University of Pittsburgh - Pittsburgh, PA

2008 - 2012