Rick Vasquez

Senior Business Intelligence & Analytics Professional
rick.vs01@pm.me

Senior analytics and web development professional with extensive experience delivering business value and actionable insights through technical knowledge and strong communication skills looking for a leadership technical role

Work Experience

Sr. Web and Analytics Contractor
MOT2 - London, ON (US & Canada)
January 2023 - present

MOT2 is a technology firm specializing in web and analytics development solutions for early to mid stage businesses. We provide solutions that help businesses establish a strong online presence and analyze data to develop a growth focused business strategy.

- Creating dynamic websites tailored to business needs
- Developing online and traditional marketing strategies customized to client's industries
- Building end-to-end custom analytics solutions to optimize and grow business

Sr. Solutions Consultant
Solvenna - Chicago, IL (Remote)
September 2022 - January 2023

Senior ELT/ ETL solutions developer working with multiple clients to optimize marketing efforts.

- Developed, maintained, and quality assured RedPoint Data Management (RPDM) and RedPoint Interaction (RPI) solutions in pre-production and assisted with migration to production with client stakeholders
- Monitored and verified data integrity in output SQL database tables for periodic ETL/ELT processes
- Tested, modified, and upgraded API connections to source prior to deployment

Technical Analytics Contractor II
Intuit - San Diego, CA (Remote)
May 2021 - September 2022

Experienced Technical resource creating and optimizing processes with the Mint and TurboTax consumer marketing teams.

- Managed the migration and optimization of Vertica pipelines to Amazon Web Services ELT workflows for daily processing using Python, Tidal, Athena, Spark, and internal automation tools
- Created a centralized standard SQL repository for all Vertica, Hive and Presto DB marketing queries to optimize the creation, automation, and delivery accuracy of email marketing list pulls reducing processing time by 75%
- Co-led the TurboTax Advantage marketing email campaign workflows and data pulls for Tax Year 2022 automating most of the process using Alteryx

Senior Media Analyst
RAPP - Dallas, TX (Remote)
September 2019 - May 2021

Technical subject matter expert in the Marketing Sciences and Experience Analytics team working for a top 10 banking client.

- Managed the BI reporting process for accurate cost and conversion attribution throughout the marketing funnels for social, display, and search campaigns
- Developed insights and explored patterns about conversion effectiveness by leveraging Google Campaign Manager and custom conversion events from social platforms such as Facebook and Twitter
- Assisted with the migration of legacy reporting channels to RedPoint - SQL ELT pipeline to streamline BI reporting and brought the reporting lag down by 7 days

Analytics Consultant
Urban Science - Plano, TX
January 2018 - September 2019

Facilitated Toyota Motor North America's Owner Communication Program Leadership with data insights, report, and recommendation pertaining to the strategic planning, optimization, and deployment of the programs marketing efforts.

- Generated descriptive, prescriptive, and predictive reporting to optimize marketing efforts and increase ROI for strategic campaigns
- Streamlined back-end database processes to optimize in-depth reporting capabilities and ensure scalability
- Developed, organized, and executed control group analysis to evaluate the effectiveness of ongoing marketing efforts increasing customer retention

Data Analyst
The Zebra - Austin, TX
January 2016 - August 2017

Developed and delivered insights, reporting processes and operational visibility to the senior executive team in support of sales and marketing optimization efforts.

- Analyzed and automated Commission statements accounting, policy retention, policy lifetime value, lead conversion reports resulting in a quote-sale conversion increase of over 7%
- Managed all strategic external accounts for the contact center and optimize the leads using multiple statistical techniques including regression analysis and clustering resulting in savings of over $150,000 of over a period of two years
- Implemented automated customer service email campaigns resulting in 65% increase in customer service contact while reducing customer abandon rate on calls

Education

Master's in Business Analytics - Data Science
University of Texas at Dallas
Dallas, TX
June 2017 - May 2019

Bachelor's in Business Administration
The University of Texas Permian Basin
Odessa, TX
May 2013 - August 2015

LinkedIn: https://linkedin.com/in/rick-vasquez-2936057b/
My Site: https://rickvs01.github.io/Rick-Vasquez/