Amy Michelle Russ

678-879-9076| amymruss@gmail.com|linkedin.com/in/amymruss

RESUME SUMMARY

Data leader with over 10+ years of experience across multiple functions in global companies, ready for an enterprise focused leadership role. Skills include team leadership, matrix organization leadership, Python, SQL, Snowflake, data warehouses, AI/ML, SAS, Oracle, Google data platforms, Agile/Scrum, Waterfall, and data governance.

EDUCATION

- **Auburn University**, *MBA, 2022*
- **Georgia Institute of Technology**, *M.Sc., 2012*
- **Oglethorpe University**, *BA, 2010*

CERTIFICATIONS

- **DAMA**, *Certified Data Management, Exp. 2025*
- **ScrumAlliance**, *Certified Scrum Master, Exp. 2024*
- **ScrumAlliance**, *Certified Scrum Product Owner, Exp. 2024*

LEADERSHIP

- **i**n**Forms: Decision and Analytics Society**, *President-Elect*
- **Google Women Techmakers***, Ambassador*
- **Women in Agile (WiA)***, Mentor*

EXPERIENCE

Synchrony Financial, *Vice President-Customer Analytics*   *07/2022 - PRESENT*
- Lead Agile team in the creation of ML models that led to strategies that increased customer engagement by 2%.
- Create market sizing analysis for digital initiatives, with analyses trending to 90% accuracy versus actual results.
- Act as Lead Data Steward for External Data Domain.

Auburn MBA, *Antea Consultant*   *05/2022 - 07/2022*
- Chaired winning Auburn MBA student consulting team that developed in-depth market analysis and product recommendations.

UPS   *07/2016 - 05/2022*

Career Overview: Promoted year over year throughout 5 year career.

Human Resource Data Analytics Manager   *10/2021*
- Led team in creating ML models that predicted 2% increase in minority worker retention for at-risk operation facilities.

Enterprise Program Manager   *01/2021*
- Managed $13M revenue Agile-project focused on realigning sales resources to match customer needs.

Quality Assurance and Compliance Associate Manager   *03/2020*
- Decreased corrective actions, leading to a 98% compliance rate for the Healthcare function using Python and ML.

Marketing eCommerce Senior Analyst   *05/2019*
- Led cross-matrix team on a data-driven project that increased partner ad click-thru rates by 3% and ad revenue by 5%.

Finance and Accounting Senior Supervisor   *03/2018*
- Built and implemented a global Power BI reporting server that led to a 10% reduction of customer churn.

Marketing Product Specialist   *07/2016*
- Decreased reporting time by 5% for the Global Freight Forwarding business unit using SQL, Agile, and ELT processes.

InComm, *Financial Data Analyst*   *07/2014-07/2016*
- Grew the ROI of the Asia Pacific region by 5% in 2014 and 8% in 2015 and revenue 2% year-over-year.

Alexander Babbage, *Market Research Project Coordinator*   *07/2013-07/2014*
- Increased client market conversion and penetration by 50 bps for 20+ clients.

Ketchum, *Research Associate*   *08/2012-07/2013*
- Grew conversion rate by 7 percentage points, share of voice by 3 percentage points, and social media engagements by 20 percentage points.