**Jeff Li**

**JOB OBJECTIVE:** **ETL Developer, MSBI Developer, Reporting Engineer, Database Analyst**

**SUMMARY**

* Over 15+ years of experience in Database administration and development skills. Over **5+** years of experience focused on **Business Intelligence** in MS SQL Server in OLTP Database and **Data Warehouse environments**.
* Professional experience in Designing **Data mart** and **Data Warehouse** using Star Schema and Snowflake Schema for implementing Decision Support Systems using **SSIS, SSAS & SSRS**.
* Professional experience in **Data migration from heterogeneous data sources** like **Excel**, **MS Access**, Oracle, and flat file to SQL Server by **using Import Export Wizard, Bulk insert, BCP utility**and**SSIS**.
* Extensive experience on high performance data integration solutions- **Microsoft SQL Server Integration Service (SSIS)**, including extraction, transformation, and load **(ETL) packages** for data warehousing.
* Professional experience in reports creation with **Excel**, **Crystal Report** and **SSAS & SSRS**.
* Database development experience with Functions, Stored Procedures and PL/SQL and in depth knowledge in **SQL optimization & performance tuning.**
* Ability to work independently or as part of a team to accomplish critical business objectives as well as good decision making skill under high pressure complex scenarios.
* Oracle 10g OCP and OCA certification.

**PROFESSIONAL SKILLS**

* MS SQL Server 2000/2005/2008R2, Oracle 11g, 10g, 8i, MS Access, T-SQL, PL/SQL
* VB.NET, Java, ASP, ColdFusion, XML, JavaScript, VBScript, HTML
* COM, ADO, OLE DB, ODBC, JDBC
* Windows 2008/2003, Windows NT, SSIS, SSAS, SSRS, Crystal Report , SQL Developer, Toad, Dreamweaver MX

**PROFESSIONAL EXPERIENCE**

***7/2009 – present Legend Silicon Corp., Sunnyvale, CA***

**Senior ETL Developer & MSBI developer**

Led the relational OLTP database, data warehouse and OLAP database design. Manipulating various data sources and creating reports for business needs.

* Responsibilities
* Analyzed and designed the architectures and data models of relational **OLTP database**, **Data Marts and Data Warehouse**.
* Created tables, functions, stored procedures and managed the performance tuning.
* Loaded variety of large volume data from heterogeneous data sources like **Excel**, **MS Access**, **Oracle,** and flat file to SQL Server database by using **SSIS,** import wizard, bulk insert, or bcp utility.
* Created SSIS packages for **extracting, cleansing, transforming** and loading data into database warehouse.
* Monitored Full/Incremental/Daily Loads and scheduled ETL jobs for batch processing.
* Created **SSAS Cube** database to deliver the multidimensional online analytical processing **(OLAP)** for data mining, analytics and decision making.
* Generated variety of business reports using **SSRS** including matrix report, parameter report, dashboard with charts and drill down function; built reports from Analysis Services cube using MDX query designer.
* Created business reports by using **Excel and Crystal Report.**

***6/2006 – 7/2009 Legend Silicon Corp, Fremont, CA***

**Product Marketing Manager & Data Analyst**

*Industry: Digital Terrestrial TV (DTTV) demodulators and receivers*

* Responsibilities
* Responsible for market analysis, collecting valuable information for creating MRDs for new products.
* Managed the product release. Responsible for collateral generation, such as product brief, datasheet, application notes, evaluation board operation manual, etc. and final package release.
* Created product presentation and competitive analysis and conducted sales and FAE team training.
* Responsible for market promotion. Engaged with partners and customers around the world, helped them on reference designs and pushed for the design-wins, which included solutions for fixed, automotive, portable, and cell phone DTVs.
* Managed company’s Website, ECM and ERP system for the product related information.

***8/1999 – 6/2006 Current Medicine Group, Philadelphia, PA***

* Project Description
* This company publishes over 35 bimonthly medical magazines and 90 atlas collections with more than 700,000 medical images. Our project created digital versions by storing the contents of each magazine and the images (as binary file) of the atlases into Oracle databases, and putting them to the Internet. Two websites were built for the magazines, and one was built for the atlas images. These websites offer online subscriptions, personalized homepages, online browsing of the magazine articles and atlas images, online PowerPoint creation, and extensive searches of publicly available medical literature.
* A Subscription Management System (SMS), an intranet site, was built for managing subscription information, processing credit cards, creating income / deferred income reports, and creating main label runs.
  + Responsibilities

**Senior Oracle DBA / Developer**

Installed, Upgraded and Patched Oracle 8 / 8i / 10g servers. Created, configured and maintained Oracle Databases hosting the contents of magazines and atlases.

* Installed Oracle servers and built up the Oracle network environment.
* Designed, created and managed databases as the repositories of dynamic Web contents.
* Designed and implemented Oracle database backup/recovery strategy (hot and cold, export and import).
* Monitored and Tuned Database Servers and SQL statements. Properly sized the database and configured the system resource (Memory, CPU, I/O, etc.) for the database instance.
* Set up and managed the user accounts.
* Populated data by SQL\*Loader and Java program (over JDBC).
* Built up Oracle search engines by applying interMedia text (Oracle Text). Managed the synchronization and optimization of the interMedia indexes.
* Installed the Oracle Web agents to retrieve BLOB type images from database.
* Upgraded Oracle server. Installed patches.
* Migrated databases from Oracle 8 and 8i to 10g.
* Built up database links, managed data replications by Oracle Streams.
* Created PL/SQL packages, stored procedures, functions, triggers and Oracle jobs.

**Senior Web Developer / Analyst**

Led the design, development and maintenance of full life cycle of the magazine and image Websites.

* Analyzed and designed the business module, the workflows of the online registration and subscription, and the solutions of the customer service.
* Coded Java programs to parse SGML files and convert their contents into HTML or XML format, and to convert medical images into binary (BLOB) format. The converted results were inserted into Oracle databases using JDBC and PL/SQL.
* Created ActiveX components (COM), by Visual Basic, served as middle tier to connect the database and the Web pages, handle all kinds of data transactions.
* Created search engines by applying ColdFusion Verity and Oracle (interMedia) text.
* Designed, developed and maintained ASP and ColdFusion pages for dynamic Websites.
* Designed, developed and maintained a Subscription Management System (SMS), an intranet site for managing subscription information, processing credit cards, creating income / deferred income reports, and creating carrier labels.
* Setup scheduled tasks by ColdFusion and Oracle jobs to manipulate subscription info, such as subscription status control, invoices creation, sending renewal letters, etc.
* Installed and developed the Verisign application for the online payment processing (both ColdFusion package and ASP package).
* Installed and applied SSL to certain Websites to ensure a fully secured environment for online subscriptions and registrations.

**EDUCATION**

**1998-1999 University of Pennsylvania, Philadelphia, Pennsylvania**

MS in Computer and Information Science

**1995-1998 Georgia College & State University, Milledgeville, Georgia**

BS in Computer Science