Will Broen

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Skills

Big Data, Data Visualization, Tableau, Python, Pyspark, SQL, AWS Solutions

Experience

Client Command - Cumming, GA
Data Engineer
MARCH 2018 - PRESENT

- ETL large data sources using Python, Spark, and SQL
- Serve as team lead for all analytics projects. This includes scoping projects, delegating work, and communicating with the executive team.
- Led the implementation of Tableau Server, providing self-service analytics to the entire organization. This included standing up our Tableau Server, designing dashboards for every business unit, creating certified data sources, and training the organization.
- Teach weekly data lunch and learns to help coworkers leverage Tableau, Excel, and SQL
- Designed and built a data warehouse to provide reporting from a single source
- Created data visualization standards and data dictionary to ease adoption of the Tableau platform
- Technologies include: Spark, AWS Glue, Redshift, AWS Kinesis, AWS Lambda, MySQL, Terraform, Snowflake, Jupyter Notebooks, and Databricks

Data Analyst
MARCH 2017 - MARCH 2018

- Invented the Active Shopper ™ algorithm to identify consumers in market for a new vehicle. This algorithm is 3x more effective than the previous Client Command model and 5x more effective than Client Command's top competitors
- Created tactical dashboards to support sales, account management, and operations.
- Selected for year long leadership development program
- Designed custom sales tool for conference/trade shows. This tool helped close over ½ million dollars in revenue at the first conference it was used
- Awarded the Values Champion trophy for my commitment to my teammates

RentPath - Atlanta, GA
Business Data Analyst
SEPTEMBER 2015 - FEBRUARY 2017

- Provided detailed reporting and analysis to executives
- Evaluated Tableau, Salesforce Wave, and DOMO to provide recommendation of data visualization platform
- Project managed the development and implementation of Tableau dashboards using agile methodologies. This includes gathering requirements from the business owners, writing stories, delegating work, supporting the QA and UAT teams, and documenting release plans.

- Provided insights across all areas of the business using Python, SQL, Excel, and Tableau.
- Project managed the implementation of Tableau visualizations into Salesforce to provide the sales team insight into data points across multiple reporting systems
- Created, maintained, and enhanced Salesforce dashboards
- Provided SFDC Admin support through creating fields, custom report types, bulk data uploads, and data validation

Liftopia -San Francisco, CA
Partner Analytics Associate
FEBRUARY 2015 - SEPTEMBER 2015

- Used Python, Excel, and SQL to analyze large data sets and compile and communicate key takeaways
- Led reporting efforts to push data to the partner strategy team and Liftopia's resort partners
- Supported the creation and ongoing analysis of dynamically priced inventory to maximize resort revenues
- Served as administrator of our CRM (Salesforce). Responsible for identifying data needs, creating dashboards, auditing data, and building efficient workflows
- Analyzed the industry sales funnel and identified sticking points for our strategy team
- Project managed the data analysis, visualization, and communication strategy for all partners annual performance review

Partner Representative
FEBRUARY 2014 - FEBRUARY 2015
- Managed and ensured accuracy of online lift ticket inventory and product details for 47 ski resorts across five geographic regions
- Supported Liftopia's Partner Success team by clearly and effectively explaining technical details of Liftopia's eCommerce platform to potential partners
- Conducted daily mass data uploads and audits, segmented contacts for email marketing, created executive revenue dashboards and reports, and forecast expected revenue as System Administrator for Salesforce CRM

Seasonal Support Agent
NOVEMBER 2013 - FEBRUARY 2014
- Answered phones for Liftopia's customer support line
- Consistently led the team in issues resolved and customer satisfaction rating
- Promoted to team lead after 1 month

Education   **Florida State University /** Bachelor of Science, Marketing
June 2009 - December 2012, Tallahassee, FL