

William A. Whittenton

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Business Intelligence professional with 8+ years of experience in marketing, operations, and corporate reporting. Technical expertise in cloud technology suites such as Azure and Fabric, data infrastructure, data engineering, and data visualization. Mentored a team of 6 analysts and analytics engineers. Designed dimensional models which improved report quality and speed of delivery. Notable achievements include architecting our business intelligence suite and implementing incentive reports that improved productivity by 40%.

EXPERIENCE

Lumen Technologies Denver, CO

Lead Analytics Engineer

2025 – Present

- Planned, scoped, and developed star schema semantic models from scratch in Microsoft Fabric Lakehouses and Delta Parquet backed Data Warehouses to enhance data quality and improve report output efficiency
- Simplified the architecture of >1,000 fields of Adobe Analytics data by analyzing business use cases, comparing stakeholder needs, and designing 9 fact and dim tables to ensure easy analysis in semantic models
- Designed 2 “Platinum” engineering and reporting workspaces to enable consistent report development and sharing, create resilience to data changes, and prevent unstable stakeholder experiences
- Championed Agile and CI/CD adoption within Microsoft Fabric using Github, accelerating deployment timelines by designing and implementing team-wide code review and spearheading new processes for user acceptance testing (UAT)
- Guided adoption of tens of data sources and schemas, working alongside data engineering to grow our team from a pure analytics group into an analytics engineering organization
- Owned the process to guide leaders on process and technology adoption by working with Sr. VP-level, Directors, and Managers across the 300-person Marketing organization to simplify our reporting suite to the metrics that matter

Lead Business Intelligence Developer

2023 – 2025

- Partnered with 3 vice presidents and 7 directors to develop OKRs to realign the marketing organization, measuring effectiveness across the funnel, Sales, Finance, and Partners
- Challenged the status quo by pushing forward efforts to align marketing to Sales and Finance on definitions, processes, and reporting structures and timelines
- Mentored and trained 4 analysts to utilize Power BI by developing a business intelligence skills exam and creating a learning path for each
- Developed thorough Salesforce lead and pipeline reporting, including lead generation and conversion, win rates, speed of lead, and ROI
- Created operational Marketing reports tracking ABM efforts across keywords interest, email interaction, and website visits utilizing Adobe, Demandbase, and Marketo data
- Implemented reporting processes and standards, resulting in consistent and clear solutions
- Presented key insights to Director and VP stakeholders and ensured understanding of progress for both technical and non-technical users

YoungWilliams

Senior Business Intelligence Analyst

2023 – 2023

- Developed Power BI SDLC through Azure DevOps ensuring >95% on-schedule completion

- Conveyed expertise on AI chatbot using 2 CosmosDB databases and Azure-OpenAI APIs
- Utilized Machine Learning techniques in Power BI to score user sentiment to AI responses
- Determined KPIs for 8 corporate and field operations groups, such as IT, HR, Contact Center, and custom CRM workflows
- Delivered innovative dashboards that updated daily and real-time to drive insightful decisions
- Architected and engineered data through over 40 distinct ETL pipelines

Business Analyst

2017 – 2022

- Designed Power BI reports to track and manage 1,400 employees over 22 operational units
- Optimized 3 SQL Server DBs and >40 Power BI Dataflows & Datasets to automate daily report refresh
- Authored 3 agent incentive dashboards using HR and Ops data, leading to 40% productivity increase
- Guided C-level leaders to enhance performance in corporate HR, IT Help Desk, and PMO

SKILLS

Data Analytics	Excel, DAX, KQL, Power BI, Python, SQL, Tableau
Engineering / ETL	APIs, Azure Synapse Analytics, CosmosDB, dbt, DuckDB, git, Github, Inmon, Kimball, Power Automate, pySpark, sparkSQL, SQL Server, SSMS, VS Code
Related	Adobe Analytics, Agile, Anthropic Claude, Attribution models, C#, Chrome DevTools, Collaboration, DevOps, Business Insights, Change Management, Communication, Data Architecture, Data Lakes, Data Science, Data Warehousing, Defining Requirements, Demandbase, Key Metrics, Leadership, Marketo, Microsoft Copilot, Organizational Alignment, Projection, Research, Salesforce, Team Coordination

CERTIFICATIONS

Certified Scrum Master (Scrum Alliance)	2023
Microsoft Certified Professional in Power BI (Microsoft)	2017

EDUCATION

University of Arkansas, Sam M. Walton College of Business <i>Master of Business Administration</i>	Fayetteville, Arkansas 2017
Mississippi State University <i>Bachelor of Science in Business Administration in Finance</i>	Starkville, Mississippi 2015