ZACHARY MORTENSON

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PROFESSIONAL SUMMARY:

Data Analyst with 5+ years of experience in business intelligence, data analytics, and process automation. Proven track record of optimizing data pipelines, enhancing customer insights, and reducing operational costs through SQL, Python, and ETL tools. Adept at building data-driven solutions that improve decision-making, scalability, and customer engagement. Passionate about leveraging advanced analytics, automation, and visualization to drive strategic initiatives.

SKILLS:

SQL, R, Python, JavaScript, AppScript, Git, Airflow, DBT, Dataform, Tableau, Looker, Excel, Alteryx, Data Analysis, Data Visualization, Data Warehousing, Statistical Modeling, Data Modeling, Data Mining

PROFESSIONAL EXPERIENCE:

Openly, Boston, MA   January 2024 – Present
Sr. Business Intelligence Analyst
- Automated external agency commission workflows using Python and Google APIs, reducing manual effort by 10% per month and streamlining financial reporting operations, enabling faster commission payouts and improved cash flow tracking
- Spearheaded the adoption of Dataform as an Extract Transform Load (ETL) tool in collaboration with Data Engineering, cutting data warehouse costs by 40% and enhancing scalability, security, and query performance
- Conducted customer experience optimization analyses and inspections modeling, identifying inefficiencies that led to an estimated $5 million in cost savings while improving customer segmentation accuracy and operational decision-making
- Designed and maintained 20+ Looker dashboards for executive leadership, delivering real-time insights on financial performance, customer retention, and operational efficiency, enabling data-driven strategic decisions

Jasper, Boston, MA   January 2023 – July 2023
Data Analyst II
- Conducted an in-depth analysis on customer usage data, which resulted in a strategy shift that resulted in a 100% increase in trial conversions through improved engagement and onboarding
- Collaborated with Data Engineering to develop and maintain 10+ data models in the warehouse, optimizing data refresh cycles with advanced incremental load techniques in DBT and SQL, reducing pipeline costs by 15% while improving data accuracy
- Created and maintained 10+ key performance indicator (KPI) dashboards for stakeholders, utilizing Python, SQL, and Mode Analytics for cross-functional stakeholders
- Evaluated Customer Success advertising initiatives, and provided strategic suggestions leading to a 20% uplift in click-through rate and 5% enhancement in customer product engagement

Podium, Boston, MA   October 2022 – January 2023
Data Analyst
- Developed automated SQL and Tableau reporting frameworks, enabling real-time insights into marketing funnel performance and precise channel attribution
- Fostered collaboration with stakeholders to develop data and reporting frameworks using SQL and Tableau. This enabled the delivery of real-time, automated insights into marketing funnel and campaign metrics, facilitating precise attribution to marketing channels
- Automated marketing and CRM data analysis with SQL-based Business Intelligence solutions, reducing manual effort by 15% and improving reporting efficiency for marketing teams

InMarket, New York, NY   November 2021 – October 2022
Marketing Insights Analyst
- Automated quarterly consumer insights reporting using Python, SQL, and Excel, cutting manual effort by 20 hours per quarter and improving data accuracy
- Designed and implemented a classification system for sentiment analysis of tweets to leverage consumer sentiment surrounding current topics of interest, this provided supplemental information for PR content

- Analyzed consumer data using BigQuery and Seaborn to uncover sentiment trends, providing PR teams with actionable insights that led to a 15% increase in press pickups

Truveris Inc, New York, NY November 2020 – November 2021
Associate Analyst
- Acted as a leading analyst to help build more effective and efficient pharmacy markets for clients by performing volume and cost modeling on claims data to ensure PBMs are meeting contractual obligations to clients
- Worked with a team of four to build out a process automation tool using Alteryx and Python that reduced report delivery time to clients by 15%
- Utilized SQL, Python and Excel to perform ad hoc analyses on pharmaceutical claims datasets that improved retention rate of high touch clients by 10%

EDUCATION:
Bentley University**,** Waltham, MA
Bachelor of Science, Data Analytics, 2020