

SUMMARY

I am a successful entrepreneur and manager with experience in data analysis, process development, call center team management, digital marketing and search engine optimization. I pride myself on staying on the forefront of all data analysis methods and tools.

Skills: Relational Databases (SQL Server), T-SQL, Visual Studio Data Tools - (SSIS, SSRS), SQL Server Management Studio (SSMS), Microsoft Office (including Excel Pivot Tables, Power Pivot, Access, Visio, VBA Automation), Powershell and R, Google Tools and the IQ Test, Python, Process Management and Development, Project Management, Social Media Marketing and Analytics, Command Line, ODBC Connections

Experience

PharmBlue Specialty Pharmacy, 11/2018 – 10/2020

PharmBlue was recently purchased by Avita Specialty Pharmacy

This position was 100% remote starting 4/2020

Data Analyst

- **Skills: SQL Server, Relational Databases, SSRS, SSMS, SSIS, Access, Powershell, Command Line, Power BI, Data Analysis.**
- Developed and maintained Power BI Dashboards using SQL queries and flat files.
- Project manage Power BI dashboard development and rollout.
- Developed and maintained any ad hoc reports and datasets as needed.
- Updated reports and data sets used in SQL Server Reporting Services.

Dream Center Education Holdings, 10/2018 – 11/2018

Marketing Analyst Contractor

- **Skills: SQL Server, Relational Databases, SQL Server Integration Software (SSIS), general ad hoc reporting and data validation, ETL via FTP.**

Highmark, 2016 - 2018

Internal Business Systems Analyst

- **Skills: Access SQL queries, data management and reporting in Access, Powershell, Excel and R, VBA for Microsoft Office, ETL techniques for data processing, regression testing of proprietary applications, presentations to stakeholders.**
- Automated current ad hoc reconciliation reports through VBA, Powershell and R.
- Developed Access databases that improved two specific processes and saved research man hours.
- Performed root cause testing with other Highmark analysts to minimize reporting fallout.
- Ensured data integrity by working with data entry reps and other stakeholders.

Digital Media Consultant (Self-Employed), 2010 - 2016

- **Skills: Google Analytics, Google Tag Manager, URL Builder, Google Adwords, Facebook PPC, Pinterest PPC, Wordpress, PHP, Python, social media tracking, A/B Testing, Web Scraping, Twitter Sentiment Analysis, presentations to stakeholders**

- Developed Adwords and Facebook PPC campaigns for local health and beauty products company Renovo. Integrate Adwords with Google Analytics, Tag Manager and URL Builder. Tracked, segmented and reported on traffic. Also consulted with EDMC and helped them increase traffic to a program site by over 100% using only text call to action social media posts. I also helped the executives and coordinators running the program increase their knowledge of Google Analytics, SEO, SEM, social media sharing tools and the overall UX experience.

Education Management Corporation (EDMC), 2010 - 2016

Loan Resolution Department Supervisor and Data Analyst, 2013-2016

- **Skills: Call Center Management, Genesys cell center software, SQL Database Management, Excel, Business Objects, Process Management, regression testing of proprietary application.**
- Developed daily strategy based on large brand-specific campus data reports, individual agent performance and team KPIs.
- Set and monitored for peak efficiency the daily calling, letter and email campaigns via a SQL database and separate SAP Business Objects based reporting tool.
- Maintained constant communication on daily KPIs with director while she is offsite, supporting all internal departments and outside vendors.
- Wrote and debugged VBA macros and developed pivot tables for individual agent KPI tracking.
- Coached agents that were falling behind in production. Monitored their performance moving forward and counseled as needed.
- Ran daily departmental meetings about daily strategy and training.
- Interviewed potential hires and make recommendations to the director. Researched and monitored unique personnel issues (FMLA, short term disability) with HR and reported back to the director.

Loan Resolution Team Lead (EDMC), 2012-2013

- Assisted in planning and implementation of defined responses to any fluctuation in student loan default data. Maintained quality control of response plan throughout the department.
- Collaborated with the director on the development of metrics, tracking spreadsheets, and department reports used in high-level executive meetings.
- Problem solved for the department involving cross brand communication with department heads and branches across the country.
- Interviewed potential hires and trained new hires in the department. Development and maintenance of training material.

Loan Resolution Coordinator (EDMC), 2012 (6 months)

Student Finance Counselor (EDMC), 2010 – 2012

Tuxedo Junction

Branch Manager, 2008 – 2010

MVP Services

President/CEO, 1999 - 2008

Education

Argosy University – Phoenix, AZ

MBA, Marketing

Point Park University – Pittsburgh, PA

Bachelor's Degree, Journalism and Communication