

CANDIDATE PROFILE

Jeremiah is currently working as a consultant at Microsoft. He is using Azure Data Factory, Cognitive Services, Blob Storage, Logic Apps, and SQL DB to build ETL pipelines and data models from structured and unstructured data. Jeremiah has extensive experience with Data Visualization, SQL Server (SSIS, SSAS, Tabular etc.), Azure, ETL, Data Modeling, Web & Marketing Analytics

EDUCATION & TRAINING

North Seattle College - Seattle, WA

A.A.S.T., Nanotechnology

Relevant Courses: Programming w/Python, Business Statistics

SKILLS

Data Visualization, SQL Server (SSIS, SSAS, Tabular etc.), Azure, ETL, Data Modeling, Web & Marketing Analytics

EXPERIENCE

Rational Interaction (Microsoft) Seattle, WA Jan. 2017 – Present

Data & Analytics Manager (Current) & Senior Data Engineer

- Partnered with Microsoft 3rd Party retail team to build a replacement for Dynamics CRM using Power Apps and the Power Platform.
- Utilized Azure Data Factory, Cognitive Services, Blob Storage, Logic Apps, and SQL DB to build ETL pipelines and data models from structured and unstructured data.
- Partnered with Microsoft Worldwide Learning team to build a tabular data model and Power BI dashboard to support nurture email communications.

Senior Social Data Analyst

- Engineered Azure SQL database/warehouse integrating Adobe Analytics, Sprinklr, Marketo, and Dynamics CRM data into a unified tabular reporting platform (SSAS). Created Power BI dashboards to grant stakeholders quick and up-to-date access to the data for informing business decisions.
- Owned ongoing updates to ETL jobs and data model for creation of new metrics and integration of new data sources. Performed ongoing testing to ensure quality and consistency of data.

- Utilized Brandwatch to monitor social conversations and sentiment around key events, announcements, products, and services. Utilized Brandwatch dashboards for informing strategy around utilization of popular keywords and hashtags in content.

Yesler (Microsoft) Seattle, WA July 2015 – Jan. 2017

Marketing Data Engineer - Analyst

- Utilized Microsoft SQL Server 2014 (SSIS, SSMS, SSAS, C#, Visual Studio, etc.) to develop a data reporting framework integrating Web Analytics, Lead Conversion, Sales Pipeline and Marketo Campaign data into a unified Tabular data model for internal stakeholders.
- Owned the design, development, and maintenance of data models, metrics & ETL packages.
- Created Power BI dashboard with a live SSAS connection to the Tabular model via the Power BI Enterprise Gateway. Partnered with internal UX team to integrate usability best practices. Performed ongoing testing to ensure quality and consistency of data.

Act-On Software Beaverton, OR June 2014 – July 2015

Mail Operations Analyst

- Analyzed the performance of email distribution system (Power MTA) and made adjustments to optimize email delivery within an Agile environment. Used JIRA to log all system changes and setup Confluence page for reporting progress on key initiatives. Made recommendations for implementation of technology resources.
- Designed and implemented a comprehensive scoring algorithm that was used to assess the behavior of all 3,000 clients' email activity. Output score determined where to place each client within a shared IP pool system.
- Queried mail logs (15-20 million daily) using Splunk to diagnose mail performance issues and made recommendations to enhance deliverability. Conducted subsequent A/B tests to measure the effectiveness of system configuration adjustments.
- Created daily, weekly and monthly reports for the entire email-marketing platform. Reports summarized data from various sources to present a holistic view of the email ecosystem.

Harvard University – Vision Sciences Lab Cambridge, MA June 2013 – Aug 2013

Research Assistant Intern (Paid)

- 1 out of 17 students selected from a pool of over 400 applicants to participate in the Summer Research Opportunities at Harvard (SROH) program.
- Conducted behavioral research related to object recognition in the human visual cortex. Led subsequent study under minimal supervision and analyzed participant's data using MATLAB/Excel.

CDK Global Seattle, WA June 2008 – Jan 2010

Email Campaign Manager

- Managed Email Marketing program for 35 new vehicle dealerships with emphasis on General Motors, Volkswagen, and Lexus. Used industry best practices to develop compelling HTML based email campaigns using Adobe Photoshop, Illustrator, & Dreamweaver. Quality assured each campaign and optimized delivery for multiple viewing platforms.
- Evaluated effectiveness of email campaigns by analyzing performance metrics gathered from A/B testing, open rates, click thru activity, opt-out rates etc., and made necessary recommendations to enhance performance.