

CLIENT NAME

Address
City, State

123-456-8888
email@yahoo.com

Database Marketing/Analyst Marketing Consultant – Effective Lead Targeting - Process Improvements

- ▷ Consistently recognized, top-performing professional Database/Marketing Analyst with a dynamic and strategic ability to identify and fulfill company goals and objectives. Demonstrated results in successful delivery of error-free output files, effectively creating and targeting email lead files and developing and maintaining campaign process histories. Effectively manage partner list processing, and conduct auditing and analysis as necessary.
- ▷ Strong work ethic and track record of meeting and exceeding complicated database management requirement. High level of integrity and optimism with a history of developing long-lasting business relationships based on a foundation of trust, integrity, and outstanding client service.

Database Marketing Qualifications

Six Sigma Green Belt Certification

- Target File Creation
- Vender List Processing
- Practice Solutions
- Targeted Leads
- Consultative Expert
- High-Impact Decision Making
- Organizational Management
- Strict Timeline Adherence
- Detailed Documentation
- Contact File Management
- Exceptional Communicator
- Process Improvements
- Strategic Planning Initiatives
- Operations Management
- Implementation/Execution

Professional Platform

Bank of America, Charlotte, NC

1998-Present

Saved \$70,000 in processing cost by adding additional list processing vendor

CONSUMER STRATEGIC ANALYST III MARKET INFORMATION MANAGER

Process Efficiency

- ▷ **Increased business efficiency utilizing strategic programs for success;** increased effectiveness and efficiency in current systems. Collaborate with cross-functional teams in order to provide consultative input in determining strategy, risks, and universe expansion opportunities.

File Management

- ▷ **Oversaw and directed initiatives** by managing all source file management; ensuring that file layout was correct and all pertinent data was mapped and formatted correctly. Ensured all process were compliant with all applicable corporate, state, and federal regulations.

Marketing & Communications

- ▷ **Marketed and promoted new leads** by communicating complex issues within direct mail campaign, analyzing current processing, and working with Acquisition Production Managers and Risk Partners testing segments to improve response and approval rates. Managed all communication with List Processing Vendors such as: Epsilon, Acxion, and Fair Isaac.

Database Management

- ▷ **Integrated accountability program,** Spearheaded a Prospect database conversion project overseeing the following functions: automation, matching logic and reporting. Used PC SAS and Business Objects to query tables and large datasets.

Systems

- ▷ **Diligently and systematically** create, and modify reports created in Crystal Reports, Excel, and SAS. Query large datasets from SQL servers, Terawatt, Oracle databases utilizing SQLserver management studio, Toad , SQL assistant, and Infomaker

Other positions held with Bank of America include: Consultant, Marketing Interactive Information Management, Systems Engineer III/Consultant Apps Programming, Online Banking Integration & Support, and System Engineer II

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Duke Energy, Charlotte, NC

Adhered to System Life Cycle methodology, gathering business requirements for application development and user acceptance testing

APPLICATION DEVELOPMENT ANALYST-MARKETING SUPPORT GROUP CUSTOMER SUPPORT ANALYS

Systems & Processes

▷ **Inventoried all current systems** and successfully administered and developed various applications to install and support CRM product for Marketing. Ordered, configured, and supported mobile computing equipment.

Improvement Recommendations

▷ **Created and executed high-impact in-house training documentation** to streamline the process as well as improve overall morale and production.

Project Management

▷ **Put plans into action after educating staff and management** to be the business lead for the conversion from Static to IP to DHCP for over 400 users.

Staff Supervision

▷ **Monitored, managed, advised and directed** two associated for LAN/WAN based software, including local desktop support.

Education

BACHELOR OF SCIENCE, MANAGEMENT INFORMATION SYSTEMS
Pfeiffer University

ASSOCIATE OF SCIENCE, ELECTRICAL ENGINEERING TECHNOLOGY
Horry Georgetown Technical College

MANAGEMENT TRAINING

7 Habits of Highly Effective People, Change Management, Personnel Basics for Leaders, Coaching, Feedback and Listening classes, Visa Bankcard Management School

CERTIFICATION & TRAINING

Six Sigma Green Belt Certification
Visa BankCard Management School

Technical Summary

Data Warehouse Lifecycle, SAS, Selecting the Right ETL & Data Cleansing Tools, OLAP for the Enterprise, Building a click stream Data Warehouse, Oracle, SQL Server, HTML and Java, Cold Fusion

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COMPLETE LIST OF TECHNIAL EXPERIENCE

- Integration/Configuration
- Troubleshooting
- Testing and Planning
- Information Security
- Six Sigma methodologies
- NT Server Support and Administration
- Oracle, Informix, Teradata, MS Access
- Mainframe, Midrange, Client/Server
- Snow Flake / Star Schema databases
- Unix: Solaris, HP, AIX, Linux
- IIS / Netscape / Apache Web Servers
- Internet Explorer / Netscape Browsers
- 3270 Emulation: Attachmate, Exceed
- SQL, PL/SQL, QueryMan 5.1
- MS Outlook / Outlook Express
- Remote Connectivity: PCAnywhere / Citrix Terminal Server; Norton Ghost
- Data Mining
- Application/Installation
- Process Design
- Project Management
- Performance measurement scorecards
- Systems Management Server, Change Controls
- Windows NT 3.5-4.0, Windows 3.1, 95,98,2000,XP
- Client/Server support for Novell/NT based Software
- TCP/IP, IPX, Netbios, FTP, Telnet, SSL Encryption
- Business Objects 5.1, 6.1, Hummingbird BI/Query
- Microsoft Office Products/ MS Project
- IIS 4-0 Web Server Support and Administration
- Html, http, https, Java, asp, Perl, vb, vbscript, C
- Lotus Notes Administration and Support 3.x-4.x
- LAN standards (Ethernet, Token Ring, Wireless)
- MS Access Databases, SAS 9.1
- Mercury Interactive: Activewatch, SiteSeer, SiteScope, Winrunner