

## TECHNICAL SKILLS

**Data:** MSSQL, SSRS/AS/IS, T-SQL, Agent jobs, data warehousing, ETL, ITL, E2E processes, data mining, database topology (star, relational, etc; fact/dimension, etc)

**Analytics:** SPSS, JMP, SAS, R, Tableau, Google Analytics, Power BI; dashboards, KPI's

**Statistical Analysis and Predictive Modeling:** Regression modeling, descriptive & inferential statistics, recursive partitioning, neural networks, survival analysis, proportional hazards, factor analysis, cluster analysis, qualitative and quantitative data, exploratory analyses

**CRM and Marketing:** Salesforce, Zoho, Basecamp, Mailchimp, SurveyMonkey, Qualtrics

**Operating Systems, Productivity, Programming:** Windows, Mac OS X, Unix, MS Office, Apple Productivity, PowerShell, HTML, XML, JSON, SOAP, GitHub, GitLab, TFS, Agile (JIRA, Rally, Confluence)

## WORK EXPERIENCE

### **NWN Corporation (Greenville, SC)**

**Sep 2017 – present**

Application Consultant

*Applications & Data Services*

- Advanced business intelligence concept development
- T-SQL and SSRS development

### **Bank of America (Charlotte, NC)**

**Mar 2017 – Aug 2017**

Contractor through Matlen Silver

*IT Business Analyst, OCAL Business Solutions – Enterprise Independent Testing*

- Engaged Lines of Business (LOB) to gather software requirements and business rules, and ensure alignment with development teams
- Translated LOB requirements into deliverables such as functional specifications, user cases, user stories, workflow/process diagrams, and data flow/data model diagrams
- Worked with architecture and development to participate in solution design discussions
- Evaluated risks related to requirements implementation, testing processes, project communications, and training
- Drafted and maintained business requirements and aligned them with functional and technical requirements
- Validated design with stakeholders to ensure requirements were met
- Created and maintained project documentation for both internal and external users
- Maintained and enhanced presentation models

**Northeastern University (Boston, MA)**

**Mar 2017 – Present**

Adjunct Instructor

*LEVEL Education – Business Analytics Bootcamp onsite and virtual*

**Gulf Rubber US, Inc ( Mooresville, NC)**

**Feb 2017 – Aug 2017**

Contractor through Robert Half Technology

*Database Administrator*

- Responsible for Microsoft SQL Server 2014 logical and physical database design, implementation, and maintenance
- Design, build, and administration of standalone and multiple SQL Server 2012/2014 environments
- Install, configure, and maintain SSRS portal
- Create new users using domain authentication based on function and role  
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- Establish ETL process from Systems of Record
- Implement monitoring procedures to maximize availability and performance
- Performance tuning of SQL databases and Transact-SQL queries
- Promote system reliability and efficiency by implementing standards and best-practices
- Perform code migrations and updates through lower level environment and ultimately into production

**Girl Develop IT! (Charlotte, NC)**

**Jun 2017 – Present**

Instructor

*SQL and SAS Workshop*

**Xceleration, Inc (Charlotte, NC)**

**May 2016 – Feb 2017**

Business Intelligence Analyst

*ETL, reporting, and analytics*

- Developed monthly workflow to process orders for our largest client
  - Managed an average of 4,000 orders per month and user count of over 400,000
  - Developed process design from business requirements and stakeholder input
  - Gathered data from multiple sources, including flat import files, Google Analytics, logistics systems, and data warehouse
  - Implemented new warehouse management system with existing systems through creation of shell and API scripts
  - Delivered fulfillment reporting to internal stakeholders
  - Utilized QA and UAT environments for design and process changes
  - Identified areas for improvement and process optimization, specifically in ETL phase and data warehousing procedures

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- Developed higher-order analytics presentations for current clients
  - Factor analysis for client behaviors and activity
  - Correlations between Google Analytics KPI's and client reward activity
  - Regression modeling for client behaviors and motivators
- Created and maintained JIRA project board and operations calendar to handle fulfillment and development processes
- Worked with our development team to implement new data warehousing architecture and schemas to fit current needs and scalable requirements
- Collaborated on requirements gathering, reporting and dashboard UI/UX, standards documentation, gap analyses, QA and UAT phases
- Experience in SAS, JMP, SQL, R, SSMS/AS/RS/IS, Visual Studio, SSDT, PowerShell, XML, SOAP, Power BI, Google Analytics, data warehousing, ETL, Agile (JIRA)

**Fowler Consulting LLC (Williamston, SC)**

**Nov 2007 – Present**

Owner & Principal

*Contract work in statistical analysis, predictive analytics, content, and editing*

- Selected analytics projects and roles
  - *HRIS Predictive Modeler*: Attrition risk modeling for a large international aerospace corporation (2016)
    - Full E2E process
    - Gathered business requirements from stakeholders and mapping processes
    - Warehoused data from disparate sources via Access/SQL
    - Determined best regression variables from descriptive analyses in SAS/JMP
    - Built predictive models from scratch in JMP and choosing best fit amongst general and subset populations (Neural, Regression, Recursive Partitioning, Survival Analysis)
    - Reported out in PowerPoint, Tableau, Excel depending on audience; risk management report identified employees' attrition risk within the next 2 years
    - Mapped process workflow in Excel and Visio
    - Automated workflow and recommended next steps for both workflow improvement and subsequent analytics projects
  - *Business Analyst and Statistician*: Customer segmentation and sales priority scoring for a startup software company (2016)
    - Full E2E process
    - Designed and rolled out population survey for base market in Qualtrics
    - Assembled response data in SPSS and building regression model
    - Reported out in PowerPoint and providing scoring formulas for priority sales calls
  - *SAS Developer and Reports Analyst*: IT outsourcing study for a large international IT consulting firm (2015)
    - Assembled and re-coding survey data for analysis in SAS
    - Identified variable correlations and major patterns amongst segmentations
    - Ran light predictive modeling via JMP and textual analysis via NVivo
    - Reported out via PowerPoint and annotated SAS output
  - Network analysis and job satisfaction of medical staff at a large teaching hospital
  - Diagnosis and medication error rates at a public health clinic network
  - Training efficacy and acceptance within the air traffic controller industry
- Additional work in content, copy, and editing
  - Accomplished writer with extensive presentation and teaching expertise
  - 10+ years as a freelance editor for a variety of clients, including published authors, companies, and PhD candidates
  - Published as a scholarly author and freelance writer; content creation for business and marketing

**ITT Technical Institute (Greenville, SC)**

**Sep 2015 – Apr 2016**

Adjunct Instructor

*General Education classes*

- Composition I
- Composition II
- Quantitative Analysis / Management Science
- Research Methods

**New York Life Insurance Co. (Greenville, SC)**

**Dec 2011 – Jul 2015**

Registered Representative

*dba Fowler Retirement & Insurance Strategies*

- Gained expertise in financial risk and planning concepts
- Developed individual insurance and financial solutions for clients based on in-depth interviews and analyses
- Developed advanced cases for legacies and business planning
- Offered and administered voluntary benefits for both small and large companies
- Mentored new recruits and partnered with agents for comprehensive cases
- Built my own analytics and practice management methods for efficiency

**School District of Oconee County**

**May 2007 – Dec 2011**

Counselor

*Elementary and secondary school counseling*

**Clemson University School of Nursing**

**Dec 2004 – May 2007**

Graduate Assistant

*Web editor, research, and departmental assistance*

- Primary responsibility of the academic unit's website
- Fluent in HTML, CSS, and PHP
- Data collection, analysis, design, and reporting for longitudinal study of all nursing student cohorts from program entry to NCLEX exam

**AnMed Health (Anderson, SC)**

**Aug 2000 – May 2002**

Programmer

- Built databases for clinical units utilizing Access, SQL, and AS/400
- Trained staff upon deployment and provided support throughout lifecycle
- Handled all IT for the Anderson Free Clinic site

**EDUCATION**

Doctor of Business Administration Business Intelligence Capella University, Minneapolis, MN	expected 2019
Master of Education +30 Counseling Clemson University, Clemson SC	2007
Bachelor of Arts English Clemson University, Clemson SC	2004

**CERTIFICATIONS**

Google Analytics  
Microsoft MTA: Database Fundamentals

**PUBLICATIONS & PRESENTATIONS**

“The Relationship Between School Counselors and Career-Technical Education: Is This As Good As It Gets?” Panel moderator and discussant. SC Education & Business Summit, June 2011.

“School Counselors as Innovation Leaders through Data Analysis.” Phi Delta Kappa International Conference on Innovations in Teaching and Learning, February 2011.

“Making Data Relevant for Teachers: Counselor Leadership and Collaboration.” SC School Counselor Association Annual Conference, November 2010.

“A Problem of Biography: Plath, Hughes, the Glass Crypt, and the Infinite Moment,” *Lifewriting Annual: Biographical and Autobiographical Studies* Vol. 1 (2005), ed. Thomas Smith (New York: AMS, 2006): 109-121.

**AWARDS & HONORS**

New York Life Guaranteed Lifetime Income Annuity Leader, New Org Agents, 2013  
New York Life Career Success Award, New Org Agent, 2012