MATTHEW RUTLEDGE

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**ENTERPRISE DATA ANALYST WITH ADVANCED DATABASE, DATA VISUALIZATION,**

**REPORTING & SYSTEMS INTEGRATION SKILLS.**

Experienced in manipulating complex data sets, data normalization, database administration, reporting, visualizations, and BI dashboard creation, specializing in Tableau, Power BI, Power Apps and Azure. Fully versed in all aspects of the software development life cycle, from requirements gathering to user acceptance testing.

TECHNICAL SKILLS

**Languages** T SQL, Oracle PL/SQL, MySQL, DAX, R, PHP, HTML5, CSS

**Software (Data)** Microsoft Power BI, Power Apps, Power Automate, SSRS/SSIS, Excel, Access, Tableau, Alteryx

**Software (Web Development)** WordPress, Drupal, Magento, Github, AWS, Microsoft Azure

**Software (Enterprise)** MS Dynamics 365, SharePoint, TM1 Cognos, AS/400, Oracle BI EE, JIRA, Confluence

**Techniques** Data normalization, extract/transform/load, data migration, requirements gathering, QA, user acceptance testing

WORK HISTORY

**BUSINESS SYSTEMS ANALYST**

Taylor Shellfish Farms, Seattle WA

June 2021 to August 2023

**Served** as primary developer and product owner for internally developed applications, built on the Power Platform

**Deployed**, maintained, and supported systems of record, application servers, and on-premises and cloud databases

**Designed** and managed reporting deliverables, visualizations and dashboards using Power BI and SSRS

**Performed** design, implementation, and upgrades of legacy information systems to meet business objectives

**Managed** relationship with outside developers and consultants for all major upgrades and development projects

**PRINCIPAL WEB DEVELOPER**

Metasoda LLC, Seattle WA / Mexico DF

January 2016 to March 2020

**Created** websites, applications and internal intranet sites for enterprise business clients in the mass media (IFC Television), retail (Nike, Liverpool, Grupo Exito), and semiconductor design (AMD) sectors

**Oversaw** all aspects of website migrations and upgrades, from requirements gathering to user acceptance testing

**Designed** templates and themes for WordPress, SharePoint and Magento sites using PHP, .NET, HTML5 and CSS 3

**Managed** SEM / POP3 campaigns, ad tag integration, analytics, and CDN integration in English and Spanish

**DATA ANALYST, HR SYSTEMS**

United Parcel Service, Seattle WA

October 2014 to November 2015

**Developed** business processes for all major internal HR functions for 16,000 employees in a 10-state region

**Produced** reporting from data warehouses for all HR / workforce planning requirements: turnover, separations, adverse impact, employee scorecards, safety data, union membership, employee surveys, onboarding

**Designed** and supported the system of record for the onboarding and apprentice training of all new delivery drivers

**Migrated** manual processes to SharePoint or Oracle BI-based solutions for all HR staff in the Western division

**WEB DEVELOPER / PROJECT MANAGER**

Metasoda LLC, Seattle WA / Mexico DF

April 2009 to September 2014

**Created** websites and applications for large businesses in media and retail in the US and Latin American markets

**Oversaw** all aspects of site migrations and upgrades, from requirements gathering to user acceptance testing

**Designed** templates, themes, and plugins for WordPress, SharePoint and Magento using PHP, HTML5 and CSS 3

**Managed** PPC marketing campaigns, ad tag integration, site analytics, and rich media integration in English and Spanish

**BUSINESS ANALYST**

Comcast Spotlight, Seattle WA

Jul 2007 to Aug 2008

**Created** SharePoint-based intranet portal, BI dashboard, and knowledge base for Comcast’s advertising division

**Managed** traffic and revenue recognition of TV commercials on cable networks in the Seattle DMA (2 million viewers)

**Created** workflow and process for all national and regional ad buys for media buyers, sales executives, and finance

**Developed** metrics for all traffic functions (revenue recognition rates, head end and channel-specific data)

**RESEARCH ANALYST**

Onboard Informatics, New York NY

Mar 2006 to Jun 2007

**Aggregated** datasets for the real estate industry (demographics, geography, recent home sales, property tax data)

**Performed** advanced data analysis using PL/SQL (extract/transform/load, stored procedures, API integration

**Supported** data feeds and deliverables for real estate and media clients (Coldwell Banker, Redfin, Money Magazine)

**Developed** QA process and workflow for all incoming and outgoing deliverables (5 million records annually)

**SYSTEMS SUPPORT ANALYST**

CDK Global / Digital Motorworks, Clifton NJ

Dec 2003 to Mar 2006

**Provided** tier 3 technical support in English and French to automotive e-commerce clients, sales engineers, and executives

**Aggregated** data sets for dealer management mainframe systems (ADP, Reynolds & Reynolds)

**Created** proposals and sales contracts for global auto manufacturers and auto e-commerce websites

**Authored** documentation and training modules for internal employees using corporate intranet platform

**FIELD SALES ADMINISTRATOR**

Apple Computer, Austin TX

Jun 2001 to Nov 2003

**Provided** executive-level administrative support for sales managers and directors in the education sales channel (universities and colleges in California, Oregon and Washington)

**Managed** workflow for all Apple hardware and software purchases in the University of California system

**Oversaw** RFP and implementation process for required student purchases in the University of California system

**Maintained** sales relationships with bookstore managers, resellers, purchasing managers and departmental faculty

EDUCATION

**BACHELOR OF ARTS IN HISTORY**

Hunter College (City University of New York), New York NY

Jun 2006

**HIGH SCHOOL DIPLOMA, TEXAS EARLY GRADUATE PROGRAM**

Westwood High School, Austin TX

May 2000