

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