**Jolanda Diego**

818-469-0069 ♦ jdsprints@gmail.com

**OBJECTIVE**

I’m an experienced professional, specializing in the hybrid space of data engineering and business analysis, looking to take on a challenge in an exciting, dynamic, and established company where my expertise in Data management, Business Analysis, and Application Administration & Development would add value to operations.

**EDUCATION**

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| **University of California, Los Angeles** | **Los Angeles, CA** | **2004–2008** |

B.A. in History

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| **Texas A&M University - Commerce** | **Commerce, TX** | **2012-2014** |

M.B.A with an emphasis in Marketing

**EXPERIENCE**

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| **United Health Group – UHC E&I** | **Dallas, TX** | **2020-Present** |

**Assoc. Director of Business Reporting & Analytics**

* Create an Innovative narrative to Explain, Engage, and Enlighten executive leadership along the Campaign Journey.
* Influence and Manage Marketing and Sales Lead Gen Reporting & Visualization Processing via Tableau CRM and Tableau
* Partner with internal key vendors to identify, secure, and structure data for digital and non-digital campaigns
* Perform ETL of 10+ data sources to blend, transform, and standardize data.
* Use of Salesforce, SQL, Redshift, SAS, and Python to query various Data Warehouses and Repositories

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| **United Health Group – Optum Tech.** | **Dallas, TX** | **2018-2020** |

**Sr. Salesforce Data Engineer**

* Develop Software Solutions to Innovate Business Partners requirements
* Create SSIS process to perform data ETL accurately and efficiently
* Present PowerPoint Reports & Analytics to Senior and Executive Leadership from data within Domo
* Document and demonstrate solutions by developing documentation, flowcharts, code comments and clear code.
* Mentor junior and mid-level engineers and department interns
* Use of SQL, SSIS, Redshift, and HTML to query various Data Warehouses and Repositories

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| **United Health Group – Optum Tech.** | **Dallas, TX** | **2015-2018** |

**Application Development Consultant:**

* Provide application Business Analysis, Development, or Administration depending on the projects resource needs.
* Set the tone of the SDLC, gather Requirements, creation of User Stories loaded into Agile Accelerator. Liaise with Product Owners and Project Resources
* Creating Pardot journeys through various Engagement Programs via Salesforce Marketing Cloud
* Working on Email module with email template creation, content configuration, personalization, sender profile setup and test send validations.
* Form building activities to configure and setup enriched forms to capture lead data used during B2B communications.
* Implementing Custom redirects required for various business needs.
* Prospect management, Prospect field configurations and visitor data management.
* Configuring Automation Rules and Segmentation lists based on prospect categorizations and to be used in various marketing communications.

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| **CBRE** | **Dallas, TX** | **2014-2015** |

**Sr. Salesforce Data Analyst**

* + - * Managed Project Implementation and Data Migration efforts within the various Deployment Markets across the U.S.
      * Oversaw Migration process for Data, Reporting, Quality, and Data Integrity for global CRM
      * Maintained and refined Data cleanse business rules and System Configuration, developed Requirements and liaise with IT.
      * Data cleansing efforts carried out in DemandTools, Microsoft Access, and Microsoft Excel via SQL queries, VBA, Macros, and custom algorithms
      * Performed ETL of over 50K records via APEX Data Loader and Informatica
      * Integrated PeopleSoft data using SOAP API’s, SQL, and Javascript coding

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| **HP Enterprise Services** | **Plano, TX** | **2013-2014** |

**Salesforce Reporting Analyst**

* + - * Provided Reporting and Support to over 3600 ES Stakeholders with custom Dashboard development, Quality Assurance and Implementation, Data Quality and Analysis.
      * Project Manager of simultaneous Sales Operations Reporting Initiatives.
      * Analyzed data to create presentations detailing room for business improvements and areas to increase adoption.
      * Created basic and advanced custom reports, report types, formula fields, dashboards, and reporting folders. Managed profile permissions to reports, dashboards, and reporting folders.
      * Streamlined campaign communications process utilizing salesforce reports, custom VBA in Microsoft Excel, and Microsoft Outlook.

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| **Time Warner Cable – Business Class** | **Coppell, TX** | **2012-2013** |

**Salesforce Business and Contracts Analyst**

* + - * Supported the Business Development team with Dashboard Development, Quality Assurance and Implementation, Data Gathering and Analysis.
      * Migration of 9000 contracts from legacy CRM to Salesforce via Dataloader
      * Review the details of contracts and populate all conditions and fees into Salesforce service cloud abide by agreed-upon contract stipulations when performing tasks.
      * Managed DocuSign App Implementation and on-going Support

**CERTIFICATIONS**

**Salesforce Certified Administrator 2014**

**Salesforce Certified Advanced Administrator 2017**

**Salesforce Certified Platform App Builder 2016**

* + Can be verified at: [**Certification Verification**](https://trailhead.salesforce.com/credentials/verification); as JoJo Diego

**SKILLS**

**DBMS:** Microsoft SQL Server 2016; SSIS, SAS AWS **Salesforce:** (Sales Cloud, Service Cloud, Marketing Cloud, Health Cloud, ExactTarget, Data Loader, AppExchange, and much more); **Code:** (Visualforce, Redshift, SQL, T-SQL, Python, Javascript, and more)**.**