

RIVER PHILLIPS

Business Intelligence Engineer in Austin, TX

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river.bio

EXPERIENCE

Code Ninjas, LLC

April 2019 - Present

Business Intelligence Engineer

June 2021 - Present

- Design interactive dashboards for executive, c-suite, and franchisee users averaging 200 viewers/1000 views per week.
- Orchestrate data systems migrations involving millions of rows & robust field mapping, preserving \$21M in ARR
- Engineer enterprise ETL, reporting, & multi-layered security across 8 different systems for 1000s of unique users.
- Accelerate Brand Fund adoption with real-time document tracking tool, capturing \$1000s of new advertising dollars.
- Present forecasts, budget vs actual, and key performance indicators (KPIs) to senior management every week.

Data Analyst

October 2020 - June 2021

- Perform cohort analysis to determine optimal pre-opening benchmarks, improving new center sales 25%.
- Serve executive IT support and ad-hoc analysis for investors, catalyzing due diligence & multi-million dollar acquisition.

Technology Liaison

September 2019 - October 2020

- Act as subject matter expert for internal tools, developing SOPs & training for 100s of users every month.
- Standardize user feedback & requirement gathering, streamlining development for 100s of user requests.

Franchisee Support Specialist

April 2019 - October 2019

- Automate Zendesk tagging capabilities, reducing ticket routing time by 70% across 4 brands or 1100 tickets per month.
- Audit inactive licensed users, recovering \$90K per year from unused licenses.

Uber Technologies Inc.

September 2016 - January 2019

Expert II [Lead - Partner Recognition]

September 2017 - January 2019

- Manage and resolve 100s of escalated support tickets using JIRA software weekly.
- Establish new campaigns by analyzing regional data and driver feedback for 1000s of drivers, raising NPS by 5%

Expert (In-Person Partner Support Representative)

September 2016 - September 2017

- Operate closely with government officials (City of Houston) regarding TNC permitting policies and licensing.
- Consistently remain in top 25% of performance metrics for entire US South region.

EDUCATION

University of Houston, Honors College, C.T. Bauer College of Business

May 2019

Bachelor of Business Administration in ¹Management Information Systems and ²Marketing

Summa Cum Laude

- Honors College
- Bauer Honors Program
- President, Bauer Honors Student Advisory Board

Overall GPA: 3.89

M.I.S. GPA: 4.00

Marketing GPA: 3.93

ACHIEVEMENTS AND AWARDS

- Code Ninjas Ninja of the Year 2022
- Ted Bauer Undergraduate Business Scholar Fall 2017—May 2019
- Academic Excellence Scholarship Fall 2015—May 2019
- Dean's List (The Honors College and C.T. Bauer College of Business) Fall 2015—May 2019
- Winner, Microsoft Website Development Competition (rivation.azurewebsites.net) Spring 2018
- Beta Gamma Sigma Honor Society Spring 2018 – May 2019

SKILLS

Data Engineering & Analysis

Power BI | Excel | Power Query/M | Power Apps | Power Automate | SQL | MySQL | Azure | Amazon Redshift | ETL Tools | Data Migrations | RESTful API | Data Collection | Cohort Analysis | Budgeting | Financial Planning | PowerPoint | JIRA | Zendesk

Product Management & Planning

Marketing Strategy & Planning | Research | Stakeholder Sessions | User Testing | Feedback | SOP generation | Documentation & training | IT Audits | Executive IT Admin

Leadership & Communication

Executive Insights | Teamwork | Collaboration | Problem Solving | Critical Thinking | Customer Service | Attention to Detail | Pitch decks | Storytelling | Written and Verbal Communication