

# MARVIN MCKINNEY

## DATA ANALYTICS CONSULTANT

### PERSONAL PROFILE

Experienced Senior Analyst with a demonstrated history of working in the financial services and information technology industry. Strong business development and professional skills in Account Management, Software Documentation, Risk Management, T-SQL, and Python.

### WORK EXPERIENCE

#### Senior Data Analytics Consultant

AustinCSI | 2019 - present

Clients: AT&T, RugDoctor, RTX

- Analyzed data by collecting, monitoring, and creating dashboards via Adobe Analytics
- Lead Analyst for 70 A/B test tests across 2M unique visitors using Adobe Analytics
- A/B Tests increased forecasted revenue by \$538K and prevented forecasted revenue loss of \$2M
- Automation increased data retention by 89% per test, and increased results processing speed by 95% per test
- Made critical decisions pertaining to client changes using Statistical Inference
- Advised business units and stakeholders by analyzing results; monitoring variances; identifying trends; recommending actions to management
- Collaborated with the team to increase productivity by developing automation via Python and Machine Learning
- Served as a technical lead with prospective new clients

#### Financial Business Analyst

Xome Labs | 2018 - 2019

- Analyzed financial data by collecting, monitoring, and creating financial models for decision support
- Examined financial models for annual and quarterly forecasting using tools such as Qlik, Power BI, Excel, and SQL
- Prepared monthly financial reports for cost transparency to other business units
- Improved financial status by analyzing results; monitoring variances; identifying trends; recommending actions to management
- Increased productivity by developing automated reporting/forecasting tools

### CONTACT ME AT

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### SKILLS SUMMARY

- MS SQL Server
- Python
- Power BI
- Tableau
- Adobe Analytics
- Machine Learning
- Excel
- Project Management
- Stakeholder Collaboration
- Meeting Presentation
- Team Collaboration
- Mentorship

### AWARDS RECEIVED

- 📌 Consultant of the Month, AustinCSI (September 2020)
- 📌 Consultant of the Month, AustinCSI (November 2020)

## **Data Analyst**

GM Financial | 2017 - 2018

- Performed data extraction, aggregation, and analysis from multiple data sources to create ad-hoc reports and data sets using SQL, SAS, MS Access, and Excel
- Responsible for analysis, modeling, and reporting on factors that impact retail, lease, and other collateral
- Analyzed standard remarketing related data to extract meaningful insights and trends and make recommendations to improve business performance
- Developed and maintained management level reporting for key asset sale metrics, price performance, and channel optimization

## **Business Operations Analyst**

Nationstar Mortgage | 2015 - 2017

- Performed data extraction, aggregation, and analysis from multiple data sources to create ad-hoc reports
- Conducted recurring and ad-hoc analysis on emerging business issues and trends, translating business questions into actionable data
- Partnered closely with the Business Units and IT team to ensure business requirements are accurately documented
- Re-engineered Daily Reporting process to increase efficiency and reduce time input by 60%
- Created and maintained Production and Quality Dashboard for senior management to track operation efficiency, that identified ongoing reporting issues

## **Business Control Analyst**

Bank of America | 2010 - 2015

- Lead defined procedures, control plans, and process flows to help the department with daily business routines
- Gathered data daily to track, report, and manage internal control gap issues and mitigation plans
- Developed operational procedures, control plans, and process flows for the department, and ensure their compliance
- Saved Operations Department on average \$192,000 dollars per year from 2012-2014
- Increased loan output by 20% in 2014, to help reinstate or foreclose on delinquent home loans

## **EDUCATIONAL HISTORY**

### **University of Phoenix**

Masters in Business Administration | Global Management

University of California at Davis