

# Geofry Lawton “Geo”

University of Pittsburgh BS BA, Accounting  
Snowflake Certified SnowPro (10308505)

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## Key Skills

Data Analysis  
Business Analysis  
Data Engineering  
ETL / ELT  
Ad Hoc Query Writing  
Enterprise Query Writing  
Cloud Computing  
Cloud Data Warehousing  
Reporting  
Requirements Gathering  
Consulting

## Key Technologies

SQL  
MS SQL SERVER — 8 years  
Oracle SQL — 5 years  
Snowflake Cloud Data Platform  
— 5 years  
Cloud Platforms  
Azure — 3 years  
AWS — 2 years  
Reporting Software  
PowerBI — 5 years  
SSRS — 8 years  
Logi — 3 years  
Scripting Languages  
R — 6 years  
JavaScript — 4 years  
Python — 2 years  
VBA — 4 years  
ETL Tools  
SSIS — 5 years  
Snaplogic — 4 years  
Azure Data Factory — 1 Year  
Miscellaneous  
Git — 8 years

## Data Ideology LLC, Pittsburgh PA

*A data-focused technology consultancy based in Pittsburgh, PA serving regional, national and international companies in several sectors.*

Senior Consultant — January 2023 – Present

Consultant — Nov. 2019 – Jan. 2023

- Acted as team leader for three junior analysts, providing guidance on approaches to tasks and prioritization.
- Wrote production-level stored procedures and views in various SQL ecosystems in order to facilitate data movement and reporting efforts of our clients.
- Created ETL / ELT data flows in various software, including SSRS, Informatica, Snaplogic, and Azure Data Factory, including custom scripted steps where necessary.
- Consulted with subject-matter-experts in the business in order to define the requirements for the dev team.
- Charted necessary steps for development and contributed to a robust project plan. Actively assessed the current plan for roadblocks or missing steps and communicated them to the team both verbally and by documenting them in Azure DevOps.
- Planned and implemented testing procedures for various data products including reports, data warehouses, and document databases.
- Wrote ad-hoc queries to diagnose and analyze existing data in both relational and document databases.
- Automated documentation creation to distill three layers of ETL mappings into one, end-user-friendly document.
- Summarize current behavior of existing code by reviewing scripts written in various languages including SQL scripting languages, Python, and JavaScript.
- Organized a SnowPro study group that helped myself and three other team members attain their SnowPro Core certification.
- Regularly provided trainings to new team members, and presented several Lunch and Learns to share relevant knowledge to my team.
- Helped conduct over a dozen interviews with the DI team.
- Composed several case studies and articles that were published on the DI website and social media.

## **ERT, Pittsburgh PA**

*A tech company in the pharmaceutical industry, supporting drug research with streamlined questionnaires and on-demand reporting.*

Data Delivery Engineer — Feb. 2017 – Nov 2019

- Produced optimized SQL code for processing and displaying data on the SQL Server platform.
- Thoroughly documented projects, including version notes and thoroughly commented code.
- Followed and contributed to processes and SOPs related to testing, version control and regulatory compliance.
- Designed ETL processes for a variety of target systems.

## **PGH2o, The Pittsburgh Water and Sewer Authority, Pittsburgh PA**

*A public utility company entrusted by the City of Pittsburgh to provide water and sewer services.*

Senior Business Intelligence Analyst — Feb. 2016 – Feb. 2017

- Acted as leader on a team of 3 other Business Intelligence Analysts, assigning work and guiding the development of BI products to meet the requirements of our internal clients.
- Built Self-service reporting and automated subscriptions to enable efficient reporting.
- Automated a critical data export process saving hundreds of hours of effort per year.
- Acted as Administrator for SSRS server.
- Worked with Stakeholders to conduct business analysis and document requirements.
- Created a SQL Skills test as a way to help management vet potential candidates.
- Collaborated with Project Manager in order to create an intake process in order to streamline reporting requests.

## **Reed Smith, LLP, Pittsburgh PA**

*An international law firm specializing in corporate law.*

Client Value Pricing Analyst — Jul. 2014 – Feb 2016

- Led a team in creating SQL queries to automate dashboard reporting, saving over \$40,000 of effort annually.
- Gathered and analyzed data from various sources to create reports for internal and external customers.
- Documented functional requirements and data sources for IT projects, including SQL Server Reporting.
- Implemented R to provide advanced analytics.
- Created working relationships with local colleges to support a growing internship program.

## **EDUCATION**

**Johns Hopkins University:** Online Coursera Online Data Science Courses Oct. 2015 – Jun. 2016

Selected Coursework: R Programming, Exploratory Data Analysis, Reproducible Research

**University of Pittsburgh College of Business Administration** Pittsburgh, PA Bachelor of Science in Business Administration Apr. 2015

Major: Accounting

Selected Coursework: Strategic Cost Management, Quantitative Methods, Accounting Information Systems

**Community College of Beaver County** Monaca, PA Presidential Scholar, Associate of Arts in Business Administration June 2011

## **ACTIVITIES AND ACHIEVEMENTS**

Scaled Agile Framework Practitioner Certification — Aug. 2022

Snowflake SnowPro Core Certification — Dec. 2021

International Legal Technology Association — Aug. 2014 – Jun. 2016

Member / Published Contributor: Contributed article The Power of R Published in Spring 2016 issue of Peer-to-Peer Magazine.