

Brian Haarmann



Personal Profile

I'm a creator at heart and a **problem solver** by nature. My journey is a tapestry woven with threads of creativity and technical expertise, encompassing roles as diverse as a Designer, Welder, Mechanic, Technician, **Data Analyst, SQL Developer** and Entrepreneur.

I **thrive on challenges** and possess a deeply **technical and analytical** mind. I'm fascinated by technology and data, constantly seeking insights that lead to **improvement, iteration, and innovation**. I make sense of the chaos by **scripting Complex SQL** transformations to derive actionable insights. My passion lies in discovering unique, 'out of the box' solutions to complex problems.

Education

2001-2005 SUNY College of Agriculture and Technology at Morrisville
Field of Study: Automotive Engineering Technology/Technician
Degree: Bachelor of Technology - BTech

Work Experience

NinjaCat.io, 7yrs 11 mos, BI Data Transformation **Data Analyst**
February 2016 - November 2023

I joined **NinjaCat**, a **Data Acquisition, Automation, and Reporting Platform** for **digital marketers** when it was still a startup, bringing with me a **strong technical background**. My career at NinjaCat began with an entry-level position as a **BDR/SDR**, where I honed skills in **email marketing**, cold calling, and outbound **campaigns**. I then transitioned to a more technical role as a **Salesforce CRM administrator**, where I was responsible for creating workflows, designing processes, and developing custom objects.

My **technical expertise** continued to grow, leading me to become a technical expert on the NinjaCat platform. In this capacity, I worked closely with customers, **providing support** and troubleshooting data issues. This experience paved the way for my advancement to a **Sales Engineer role**, where I utilized my platform knowledge to address and **resolve customer pain points** to acquire new business.

The encounter with UI platform limitations inspired me to **design custom, complex data solutions** for existing customers. This progression led to my current role as a **DataAnalyst / SQL Developer**, where I specialize in designing data ingestion, transformation, and cleansing processes.

Working directly with Agency's Publisher's and Brand's I have tremendous experience working with the most popular digital advertising channels to deliver actionable business metrics and insights via automated scheduled reporting and client self service dashboards. I know how to get all the data in one place from all the disparate channels, aggregate, normalize, transform and deliver business relevant ROI metrics.

SKILLS

1. Implementaion of data pipeline tools.
2. **Visualizes Data** for **Business Intelligence reporting and Dashboards**.
3. Proficient in identifying, resolving, and documenting user and client issues.
4. Experienced with troubleshooting, data discrepancies, and client concerns.
5. **Translates business requirements** into reporting and dashboard solutions.
6. Provides technical support and customer service via phone, email, and chat.
7. Excellent in project management, organizational skills, and multi-project prioritization.
8. Understands the challenges of digital marketing teams need to collect and report on data.
9. **Data Story telling**, provides easy to understand actionable insights for the non technical audience.
10. Strong analytical abilities with diverse datasets; proficient in SQL, MySQL, SnowSQL, S3, and Excel.
11. Skilled in custom data transformations, advanced SQL to create custom views, transform and clean data.
12. Familiar with many DigiAd marketing channels, the implementaion of campaigns, event tagging, pixel tagging.
13. **Collaborates** effectively in **cross-functional team** environments and builds strong relationships with internal groups.
14. Demonstrates strong communication skills, problem-solving abilities, and the capacity to learn complex concepts quickly.

CONTACT



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ProblemSolver · DataAnalyst · SQL Developer · Thirves on Challenges · Technical and Analytical · Innovative · Data Driven · Diverse · Project Management · Collaborative · Detail Oriented · Rapidly Digest and Apply New Concepts · Data Debugging · Excel · Work Prioritization · Fexible · Adaptable · Team Player · Fast Learner · Strategic · Google Analytics · Google Ads · Facebook Ads · Instagram Ads · Simplifi · Twitter · Amazon Ads · Amazon DSP · Centro · Centro Basis · Trade Desk · Google My Business · Search Console · Yelp · Criteo · WideOrbit · StackAdapt · GPTs