

Jeff Maroney

8016880422 | [linkedin.com/in/jeff-maroney](https://www.linkedin.com/in/jeff-maroney) | jefflovesdata.github.io | jefflovesdata@gmail.com | Salt Lake City, UT

About Me

Results-oriented Senior Data Analyst and Project Manager with over 8 years of experience leading teams and delivering data-driven solutions that enhance business performance and customer-centered outcomes. Proven ability to take ownership of the data lifecycle, from data automation to SQL analysis and interactive data visualizations. A dynamic leader dedicated to fostering a culture of excellence and transforming complex data into clear, actionable business intelligence.

Education

Western Governors University | Salt Lake City, UT

Bachelor of Science Data Management and Data Analytics | 02/2023

A School of IT Computer Science program with quantitative focus on statistics, applied data wrangling, analysis and visualization, machine learning techniques, Python, R, scripting and programming, core IT and database management.

Skills

Leadership, Project Management, Communication, SQL, Tableau, Data Visualization, Data Engineering, BTEQ, Python

Experience

Verizon | Salt Lake City, Utah

Sr. Manager, VBG Sales Analytics and Data Science | 07/2020 - 09/2024

Delivered business intelligence for performance metrics, sales, and operations, taking ownership of the data pipeline and dashboard architecture to drive strategic programs.

- Architected 300+ visualization software dashboards on cloud infrastructure with over 2m views from 10k+ B2B users.
- Demonstrated innovation by designing and launching the first external partner reporting suite for 50+ users, resulting in a 19% increase in strategic product adoption and a 15% YoY revenue increase for Channel, Indirect and Retail teams.
- Improved operational excellence by automating reporting processes for 8 channel programs, reducing ad-hoc reporting requests by 20% and ensuring data integrity and brand standards across 800 users.
- Collaborated with stakeholders to translate business vision into data warehouse requirements, using data mining and modeling to drive scalable solutions for building and automating data pipelines and dashboards.
- Enabled data-driven product development via streamlined data access and predictive analytics onboarding programs, optimizing inventory management and point-of-sale growth through training, learning and development.
- Building relationships with remote teams to monitor organizational short and long-term goals and embedded solutions.

Senior Analyst, Customer Experience (CX) Analytics | 05/2017 - 07/2020

Translated complex customer feedback and operational data into actionable strategies to improve the customer journey.

- Communicating data driven analysis methods and actionable next steps by collaborating with business stakeholders.
- Improved key market KPIs (NPS, Churn, AHT) and provided strategic direction by developing and implementing CX models derived from data-driven insights from business case reviews and product lifecycle analysis.
- Engineered CX architecture solutions using SQL and Tableau to support phased production system rollouts.

Senior Manager, On Deck Leadership Program | 10/2015 - 05/2017

- Created a digital playbook of best practices that drove measurable improvements in team KPIs.
- Designed and implemented hands-on skill assessments to ensure leadership sustainability and excellence.

Supervisor, Enterprise Helpdesk | 07/2010 - 10/2015

- Managing Enterprise helpdesk technical support 24x7 operations investigating and resolving complex issues.
- Led a director-sponsored project that successfully reduced transfers from 8% to < 1% and repeats from 30% to 18%.

Certificates

Tableau | Desktop Certified Associate, Udacity | Data Analyst Nanodegree, CompTIA | Project+ / Network+ / A+, Oracle | Oracle 12c Database, Systemation | Occasional Project Manager, CIW | Data Analyst and Site Development