

# ROSS DREESZEN

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Overland Park, KS 66223

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## INNOVATIVE DATA-DRIVEN INTELLIGENCE ANALYST

**Drive Innovation and Efficiency Alongside Technological Advancements  
Strengthen Business Decisions Through Impactful Insights**

Peer-recognized data analyst and problem solver known for embracing new technologies to conquer problems and address operational inefficiencies. Experienced in Power BI, SQL, and Excel. Ever vigilant building upon existing knowledge and adopting new technologies.

Adept in communication and collaborating with range of organizational leaders and peers. Keen eye for detail and design elements with strong adherence to organizational style guides in preparing reports and presentations.

## TECHNICAL SKILLS & TOOLS

- **Data Analysis & Visualization:** SQL, Power BI, DAX, Power Query, SQL Server Management Studio, Oracle SQL Developer, MicroStrategy, SQL Server Reporting Services, Azure Data Studio, Azure Synapse Analytics
- **Microsoft Suite & Communication:** Excel, PowerPoint, SharePoint, Power Automate, Word, Publisher, Slack Workflows
- **Web Development:** HTML5, CSS3
- **Development Lifecycle:** Azure DevOps
- **Current Skill Development:** Python, Looker BI

## PROFESSIONAL EXPERIENCE

TFL, Overland Park, KS

### Data Analyst

2024-Present

A diverse role focused on data analysis and visualization, utilizing Azure Data Studio and SSMS to aggregate data from transactional databases using CTEs, window functions, and specialized views in an Azure Dedicated SQL Pool for complex needs. Responsible for enhancing report design and expanding functionality to support decision-making for internal and external stakeholders. This on-site position fosters extensive cross-functional collaboration with leaders in Data Engineering, Marketing, Web and Software Development, and executives including the CTO, CFO, CRO, and President.

- **Modernize and enhance:** Designed and developed new standards for all internal and external Power BI reports implementing best practices in data visualization. Continuously implement new DAX measures to help internal and external stakeholders more efficiently analyze ticket sales and revenue performance and ensure efficiencies in management of pricing team positions.
- **Influence and inform:** Provide sales data insights of company-owned and secondary market ticket sales to analyze profit potential of new partnerships. Provide secondary market sales data of high profile and marquee events for use in Marketing social media posts and press quotes to news outlets in the live event ticketing space.
- **Ensure consistency and accuracy:** Developed and implemented centralized star schema data model to ensure parity across all internal and external reports.

- **Seek knowledge and learn new skills:** Gained hands-on experience with Azure Synapse Analytics through creation of and updates to data flows and pipelines used in ETL of data from an on-prem point-of-sale database. Introduced to the management of development cycles by tracking work items, assigning effort points, and overseeing progress using Azure DevOps through ongoing sprint cycles.
- **Measurable impacts:** Utilize direct feedback on reports and dashboards from external customers about functional improvements and insights to assist in making more informed decisions. External partnership customers include numerous collegiate sports, Major League Baseball, and National Football League teams.

T-MOBILE, Remote

### Business Support Manager

2020 to 2023

Multifaceted role with emphasis on data analysis to obtain actionable insights and development of dynamic dashboards and reports utilized by senior leadership to drive strategic decision-making. Established and developed strong relationships with multitude of specialized teams across enterprise and with external service partners.

- **Drove identification of key improvement areas:** Developed and administered dynamic Power BI app providing one-stop shop for KPI and compliance metric performance utilized by senior leadership.
- **Enabled focused discussions and coaching inspections:** Developed and maintained a multi-screen Power App form, capturing key call behaviors. Form results were implemented in Power BI reports through SharePoint, facilitating trend visualization and insights.
- **Enhanced task efficiency:** Developed and implemented Power Automate flows, routing Microsoft Forms submissions to SharePoint lists and sending customized email notifications.
- **Provided actionable insights used in strategy:** Analyzed and prepared weekly KPI metric performance readouts, including trends for Partner sites, supporting senior leadership team in weekly priority and strategy sessions.
- **Facilitated alignment and informational sessions:** Hosted weekly touch base sessions with service partner Customer Resolution Experts, Customer Solutions Managers, and Readiness Ambassadors. Prepared PowerPoint presentations outlining upcoming business changes and hosted weekly information sessions with service partner operations managers.

SPRINT, Overland Park, KS

### Business Analyst II / III

2015 to 2020

Primary duties involved utilizing SQL to extract data and create reports from customer order database. Support was also provided to operations team through extraction and analysis of call dispositions entered by service partners handling order support customer contacts.

- **Supported cost-saving business cases:** Partnered with Program and Performance Enablement Managers to provide accurate and timely ad hoc reporting, enabling informed decisions.
- **Mitigated operational disruptions:** Identified and sized the effects of order system breaks, ensuring swifter resolution and identification of total impacts.
- **Provided operational awareness of KPI performance:** Using SQL, delivered data and actionable insights into sales channel volumes including impacts on Order Management. Tracked key metrics, including call bounce rates and customer satisfaction performance (NPS).
- **Ensured accurate customer communications:** Oversaw creation and maintenance of campaign templates within order management system. Conducted launch testing and collaborated with Zeta Global developers for troubleshooting. Ensured timely resolution of system breakages resulting from IT enhancements.

SPRINT, Overland Park, KS

## Business Analyst I

2013 to 2015

Entry level analyst role that provided 1st opportunities to utilize SQL. Primary responsibilities revolved around refund case inventory levels and SLA performance.

- **Provided operational awareness to leadership:** Utilized SQL in preparation of monthly reports of refund activity, comparing total refunded and total incoming dollars, alongside daily SLA performance of refund casework.
- **Supplied context for operational readiness:** Prepared monthly refund case volume reporting and suggested head count recommendations to meet SLA requirements, notably during periods of increased seasonal case volume.
- **Championed customer satisfaction:** Partnered with refund specialists, crafting successful resolutions to escalated customer calls.

## EDUCATION

- **Bachelor of Science (BS)**, Marketing, Missouri State University, Springfield, MO
- Web Development Certificate, Johnson County Community College, Overland Park, KS