

# MICHAEL R. SECORD

## SKILLS

---

- Experienced in enterprise software implementations and data conversions in high pressure and fast paced professional environments.
- Proficient in T-SQL (Business Intelligence and ETL/CRUD operations in MSSQL, MySQL, Oracle & SQLite)
- Web and web application development with HTML, CSS, & Ruby on Rails using svn & git, and shell scripting.

## WORK EXPERIENCE

---

### Boot Barn -- Irvine, CA

*CRM Data Analyst*

**August 2018 – Present**

- Responsible for managing direct mail lists, analyzing ROI, segmentation and making recommendations.
- Performed as-needed on-going data analysis to support ad-hoc and standard business requests while maintaining data integrity.
- Developed and maintained SQL infrastructure (tables, stored procedures, functions, views, indexes) to managed processes for reporting and analysis.
- Manage ETL processes as needed for data sharing between services and systems for analysis and integration.
- Work to provide continuous improvement in CRM data quality and infrastructure.

### Secord Labs -- Long Beach, CA

*Owner*

**October 2016 – August 2018**

- Served as part of the implementation and project teams, participating in client contact, configuration, data migration, development, professional services and internal teams during the implementation process.
- Participated in on-site analysis and trainings with clients.
- Assisted in creating test plans for workflow and data validation and assisted in the execution of these plans.
- Managed and created reports using in-house reporting tools & SQL queries in MSSQL.
- Created ETL data migration plans and scripts to migrate from old systems & flat files to MSSQL databases utilizing SQL Server tools, Excel and CRUD methodologies as needed.

### BKD, LLP -- Kansas City, MO

*Senior Consultant*

**March 2015 – October 2016**

- Served as part of the implementation team, participating in client contact, configuration, data migration, development, professional services and internal teams during the implementation process.
- Worked closely with all project leads as well as the entire project team to ensure all deliverables are completed and delivered on time, in scope and in their entirety.
- Participated in on-site analysis and trainings with clients.
- Assisted in creating test plans for workflow and data validation and assisted in the execution of these plans.
- Performed ETL operations on flat file extracted data, including cleansing and data mapping, implementing CRUD as needed via SQL Server tools, Excel, Access, and other tools.
- Supported multiple concurrent implementations.

### Crystal Flash -- Lowell, MI

*SQL DBA*

**August 2014 – February 2015**

- Create reports using in-house reporting tools & SQL queries in MSSQL.
- Manage SQL Server infrastructure, performance, and maintenance.
- Converted current Access databases/programs to MSSQL Server using ETL and CRUD methodologies utilizing SQL Server SSIS and import tools.

### Rutherford & Associates -- Holland, MI

*Business Support Analyst*

**November 2011 – August 2014**

- Support business critical Route Accounting Software for diverse companies ranging from small pizza distributors to major beer/wine distributors and Coca-Cola bottlers.
- Create reports using in-house reporting tools & SQL queries in MSSQL.
- Data extraction, validation, and conversions utilizing ETL and CRUD processes using SQL Server built-in tools, Monarch Pro, Excel, Access and other tools as needed.

# MICHAEL R. SECORD

- On-site and remote software training & support for both new & existing customers.
- Trained internal employees on new software features.
- Consultation on business processes relating to route accounting.

## **Summit Training Source -- Grand Rapids, MI**

*Technical Specialist/QA Specialist*

***June 2011 - November 2011***

- Provided hardware and software support for internal users.
- Supported internally-developed web application over the phone, by email & by remote assistance.
- Assisted in creating QA guidelines and policies for ensuring consistent testing of software.
- Designed and implemented automation of repetitive tasks leading to a 25% increase in efficiency.
- Ran ad-hoc SQL scripts and queries to support clients, internal and external, as well as the internal development team.

## **The Iserv Company -- Grand Rapids, MI**

*IMS Assistant*

***March 2008 - April 2013***

- Ensured integrity of data warehouse (Oracle DB) and SQL/ETL scripts/crons on a daily basis.
- Performed monthly test billing & audit and monitored & completed monthly production billing.
- Support data warehouse client application (Crystal Reports 7).
- Created and ran various SQL queries and scripts.

*Data Analyst*

***June 2007 - March 2008***

- Performed analysis, cleansing, and loading (ETL) of acquired companies' billing systems upping efficiency in the process by 20%.
- Created and maintained various SQL queries, scripts, and reports using Crystal Reports.

*Customer Support*

***March 2006 - January 2009***

- Answered, resolved & escalated billing and technical questions and issues as necessary via phone and email.
- Handled internal order processing for new and existing customers.

## **EDUCATION**

---

### **Baker College**

*AAS - Accounting/CIS*

***September 2006 - On leave since May 2008***

- Courses include Accounting Concepts, Accounting Fundamentals, Computerized Accounting, Payroll Accounting, Intro to Programming, Intro to Database Applications, Intermediate Database Management

### **Kenowa Hills High School**

*General Education*

***June 2005***

- Kent Career Technical Center -- Oracle/SQL, A+ Certification & Information Technology courses