

# Sophia Turnbough

Data Analytics Engineer | Applications Software Developer

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Enthusiastic, dedicated & experienced data analytics engineer with a 3+ year background spanning Data Analytics, Data Integration, Software Development, and Cloud Engineering. Proficient in Python, R, Microsoft SQL Server, PostgreSQL, AWS, Azure, Tableau, Power BI, NoSQL, ETL/ELT, database management, BI analytics, data mining, machine learning, and cloud computing.

Specialized in designing, developing, and optimizing data solutions that bridge the gap between data, technology, and human behavior. Collaborative and adaptable, embracing new tools and best practices to consistently deliver value to clients and stakeholders.

Committed to transparent communication, adaptability, and flexibility to evolving project requirements. Driven by curiosity and initiative, fostering innovation, learning, and problem-solving while driving success through leadership in any organization.



## Certifications

2022-10	AWS Certified Cloud Practitioner
2023-05	Tableau Data Analyst
2023-12	DataCamp Data Engineering Associate
2023-01	AWS Solutions Architect Associate
2023-01	DataCamp Data Analyst Professional in Python & SQL



## Work History

2022-09 - 2023-09 **Technical Data Analyst III**  
Southern Company Services Inc., Birmingham, AL

- In my role as a Technical Data Analyst III at Southern Company, I administered a custom Information Delivery platform in the utilities and energy sector, managing 134 production databases and 17 virtual servers to deliver data and information to users. This position allowed me to develop a unique skill set and make significant contributions to the

organization.

- Key Skills and Achievements:
- Proficient in programming languages including T-SQL, PL/SQL, VBA, JavaScript, Python, PowerShell, Batch scripting, .NET, and C# for comprehensive database management and software development.
- Demonstrated project management skills within a DTAP cycle, collaborating with teams to identify and rectify bugs, preventing production issues.
- Utilized excellent communication and collaboration skills to gather and analyze business requirements, aligning data projects with organizational goals.
- Orchestrated vendor meetings effectively, enhancing project outcomes and vendor relationships.
- Conducted ad hoc data analysis projects using Excel and other tools, delivering actionable insights for decision-making.
- Conducted research and prototyped tools, assessing technical feasibility and compatibility with existing platforms.
- Collaborated with stakeholders to capture user feedback and incorporate new requested web application features.
- Mastered source data extraction & centralization within the multi-tier web application using VBA, PowerShell, T-SQL, and PL/SQL.
- Configured data into XML files for seamless import into a custom web-based data platform (AVEVA Workhub and Dashboard).
- Developed web content, integrated SSRS or Power BI reports into web pages using custom JavaScript, HTML, and CSS.
- Optimized back-end data usage, platform flow, and work processes.
- Led project management initiatives using Jira, facilitating meetings, sprint planning, & reviews.
- Mentored team members in software development & data engineering best practices, resolving complex data issues.

2022-01 -  
2022-09

## **Software & AWS Data Engineer**

Oncentive, Birmingham, AL

- During my time as a Software & Data Engineer at OnCentive, I played a crucial role in the development and design of a data platform that leveraged cloud serverless technologies. This platform formed the foundation of the startup's data integration platform.
- Key Responsibilities and Skills:
- Participated in requirements gathering to align project design with specific business needs, ensuring clear understanding of project objectives.
- Conducted in-depth research on emerging technologies and end-user requirements, leading to crafting of innovative solution designs.
- Collaborated closely with project managers to establish ambitious coding milestones, ensuring timely project delivery.
- Developed data platform using Python, Boto3, AWS Lambda, Amplify, API Gateway, and DynamoDB, showcasing expertise in these technologies.
- Orchestrated seamless third-party API integration for handling financial data, ensuring accurate and secure data retrieval.

- Designed client-side and server-side architectures for cloud-based backend solutions, contributing to scalable and reliable systems.
- Planned and engineered RESTful web services for precise data manipulation, enhancing data accessibility and usability.
- Led development of ETL (Extract, Transform, Load) tasks, ensuring smooth data integration processes.
- Mentored junior team members, fostering collaborative work environment and facilitating their growth.
- Actively participated in internal initiatives focused on process improvements, adoption of best practices, and promoting innovation within organization.
- Engaged in brainstorming sessions, conducted debugging efforts, and actively participated in code reviews, ensuring code quality.
- Conducted detailed evaluations of third-party data handling solutions, ensuring compliance with internal needs and stakeholder requirements.

2020-11 -  
Current

## **Lead Technical Consultant**

Subtly Graceful, Birmingham, AL

Key Accomplishments and Projects:

E-commerce and SEO Optimization (November 2020 - Present):

- Strategically enhanced e-commerce platform's online presence and sales through SEO optimization and data analytics.
- Achieved remarkable increase in site traffic and expanded customer base significantly.

Project Management and Site Coordination (Aug 2022 - May 2023):

- Successfully managed payroll and logistics for local sports tournaments, overseeing team of 15-30 referees for each tournament, including Birmingham's largest soccer tournaments in Fall 2022 and Spring 2023.
- Maintained 100% payroll accuracy and coordinated multiple aspects, showcasing strong organizational and communication skills, ensuring seamless operations.

Digital Marketing for MedTech's Online Business (Nov 2023 - Present):

- Spearheaded redesign of MedTech's website, resulting in significant increase in web traffic, sales, and customer engagement.
- Implemented targeted marketing strategies that led to substantial boost in sales during key promotional periods.
- Enhanced business processes, automated customer service, and conducted market research, contributing to remarkable improvement in conversion rates and customer retention.
- Site sessions increased by 159%.
- Unique visitors increased by 134%.
- Total sales increased by 682% growth.
- Total orders increased by 256%
- Average order value reached \$74.22, 120% rise.
- Sales by traffic source: Facebook sales increased by 1,143%, Email Marketing contributed to substantial growth, Direct sales increased by 142%, and Google sales increased by 201%.
- Organic search: Sales increased by 201%, Sessions increased by 400%, Impressions grew by 130%, Clicks increased by 15, CTR improved.

Digital Transformation Project (Nov - Dec 2023):

- Effectively managed digital transformation scanning project, demonstrating proficiency in data handling, digital organization, and process optimization.

2020-05 -  
2020-07

## **Network/Business Analyst Intern**

Honeywell, Tempe, AZ

During my internship as a Network/Business Analyst at Honeywell, I had the opportunity to collaborate closely with the Director of Networking IT on various initiatives aimed at enhancing data infrastructure, network security, and automation processes.

Key Responsibilities and Skills:

- Collaborated on the development and expansion of data and reporting infrastructure, contributing to data-driven decision-making processes.
- Utilized Tableau and SQL to deliver real-time insights into product management and critical Key Performance Indicators (KPIs), enhancing data-driven decision-making.
- Worked closely with the executive technology team to implement robust network security measures, ensuring the protection of valuable assets.
- Played a pivotal role in implementing multi-factor authentication, bolstering security measures to safeguard critical resources.
- Contributed to brainstorming and conceptualizing automation processes, with a focus on streamlining global asset management within the ServiceNow platform, particularly CMDB functionalities.
- Provided proactive support to the team, leveraging research and problem-solving skills to address challenges, leading to effective problem resolution and contributing to the overall success of the project.

2019-08 -  
2020-05

## **IT Systems Administrator Intern**

University Of Arizona, College Of Pharmacy, Tucson, AZ

During my internship as Information Technology Intern at the University of Arizona, I played pivotal role in optimizing technical support operations and enhancing end-user device management.

Key Responsibilities and Skills:

- Streamlined technical support operations, including after-hours and weekend emergency response, ensuring uninterrupted assistance to users.
- Provided timely and efficient technical assistance through various channels, consistently resolving issues within remarkable 24-hour timeframe.
- Expertly documented ticket resolutions and created comprehensive troubleshooting guides in SharePoint, serving as valuable references for tech team.
- Optimized end-user device management by efficiently deploying Microsoft Windows images and software using SCCM, ensuring standardized configurations.
- Delivered fully configured workstations and hardware, empowering users to excel in their respective roles with ready-to-use equipment.
- Accelerated examination processes by collaborating with professors, achieving impressive turnaround time of 24-48 hours using ExamSoft.
- Offered versatile technical support, effectively addressing issues both remotely and on-site across various scenarios, ensuring user satisfaction.

- Acquired valuable expertise through shadowing experienced personnel and hands-on learning, enabling the effective resolution of customer issues and troubleshooting technical problems.
- Enhanced office equipment by identifying and replacing defective components, aligning with the university's technology plan for improved functionality.
- Maintained system integrity by performing regular system patching and software updates on field laptops, ensuring security and up-to-date functionality for all users.

## Education

2019-08 -  
2022-08

### **Bachelor of Science: Data Science & Engineering**

University of Arizona - Tucson, AZ

- Theta Tau Professional Engineering Fraternity Member
- Women in Computer Science
- Women in STEM
- Relevant Coursework: Data Engineering in Python, Programming for Applications in Python and SQL, Statistical Analysis in R, Data Visualization in R, Data Mining in R, Database Design and Management, Cloud Computing

## Competencies

Data Analysis, Science & Visualization

Machine Learning & Model Deployment

Technical Writing, Diagrams & Documentation

Complex Troubleshooting & Problem-Solving

Data Warehousing, Database Design, Data Stores & Platform Design

Data Modeling, Mapping, Validation, & Quality Assurance

Business & Technical Analysis

Agile Scrum Project & Product Management

Workflow Analysis, Solutions Deployment & Development Lifecycles

Software Applications, Testing & Maintenance

Analytical & Critical Thinking

Enterprise Application Integration

Report Generation

Active Listening, Data Communication & Presentation

Complex Troubleshooting

Teamwork & Collaborative development planning

Mentoring & Leadership

Analytics Pipelines & Queries

Pipeline Security



## Interests

Systems Design

Manufacturing, Healthcare, Marketing, Industrial Industries

DataOps, DevOps, & MLOps

Project & Product Management

Effective Presentations & Communication Skills

UI/UX Design & React

Network Automation

AI Solutions

Business Intelligence and Analytics