# **MATTHEW DICKENS**

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**Professional Experience**

**Up Work**,Remote **June 2024 – Today**

*Consultant, Power BI, IT Consulting and Implementation*

*Upwork Inc. is an online freelancing platform that connects businesses with independent professionals across various fields. It allows clients to post jobs and hire freelancers for remote work globally.*

* Fixed errors on CMS applications, including WordPress, Sitefinity, and more.
* Created custom Excel Macros to fix financial data reports.
* Created A B testing in the Sitefinity environment and implemented Sitefinity reports to allow the web admin to report to higher peers the status of individual pages, marketing status, user category, and much more, as requested by the customer.
* Implemented custom Power BI Dashboards and reports for multiple vendors.
* Connected multiple Cloud environments, including Snowflake, AWS Redshift, Azure, and more, to different SQL Databases and Power BI environments.
* Implemented multiple DNS environments.
* Built a Tableau report that displayed subscription-based data from the Salesforce environment.

**My Payment Source**,Bethesda, MD **February 2024 – June 2024**

*Consultant, BI Analyst & Data-warehouse Manager*

*My Payment Source is an early-stage start-up that provides a customer-centric solution for annuitants to access cash from structured settlement payments or lottery winnings*

* Developed and managed the implementation of high-quality solutions and maintained the maintenance of MPS’s systems, software, hardware, and related IT infrastructure, ensuring all IT-related risks were minimized
* Led the implementation of the company’s DNS environment and mobile network by its first day of business

***Key performance indicators***:

* + ***Analytic Reporting***: streamlining the CRM and analytical reports resulted in a remarkable 50% revenue increase in just 6 months
  + ***Operational Revitalization***: revamping the e-commerce platform, focusing on user experience improvements, led to a 50% rise in online sales and a 30% drop in cart abandonment rates
  + ***IT Integration***: leading the integration of HubSpot and Stripe led to an overwhelming 35-hour per month workload reduction and a 25% improvement in cash flow

**TogetherWork**, (Remote) **November 2021 – February 2024**

*Director, Business Intelligence & Data Analysis*

*TogetherWork provides mission-critical tools that help customers manage and grow their communities while enhancing the depth and breadth of their members.*

* Led, developed, and mentored a staff of 5 members who collaborated with more than 30 organizations on multiple development projects, from climbing to union applications; provided technical support for database issues
* Liaised with multiple ETL applications to assist with data extraction from different database types and 3rd party applications such as Stripe; performed daily Scrum sprints

***Key performance indicators***:

* + ***Client Reporting Optimization***: advanced client reporting processes by developing customized Power BI solutions, resulting in a 40% increase in report generation efficiency and overall data accuracy
  + ***Infrastructure Transformation***: redefined the database infrastructure for more than 30 organizations utilizing Power BI reports for real-time performance and predictive insights
  + ***AWS Architecture***: engineered an AWS data warehouse comprising custom applications that led to a 70% reduction in manual data entry and increased overall data accuracy by 50%

**Protech Associates**,Columbia, MD **November 2018 – November 2021**

*Project & Product Manager*

*Protech Associates, acquired by TogetherWork, is the first and leading AMS solution built on the Microsoft Dynamics 365 platform that engages members and increases staff productivity*

* Led cross-functional teams responsible for the development and management of business intelligence solutions
* Utilized Azure to implement Power BI and Power Apps security policies; implemented Dataflows using Power Automate and Powershell scripts

***Key performance indicators***:

* + ***IT Transformation Project***: revamped MS Dynamics with Power BI integration that delivered advanced data visual tools, achieving 20% growth in customer subscription rates
  + Business Intelligence Optimization: Designed a self-reporting BI solution that enhanced analytical capabilities by 30% and enabled more precise data-driven decision-making processes, contributing directly to a D2C sales approach by empowering clients to generate reports independently
  + ***Business Intelligence Optimization***: designed a self-reporting BI solution that enhanced analytical capabilities by 30% and enabled more precise data-driven decision-making processes
  + ***Information Security & Data Protection***: implemented security procedures to lock data for each customer, eliminating the possibility of cross-contamination of multiple databases

**ResultsDirect**,Alexandria, VA **January 2016 – October 2018**

*Executive VP, Technology Services*

*ResultsDirect & RD Mobile is an award-winning digital experience agency that provides web and mobile solutions to 350+ global associations.*

* Conducted interactive demonstrations and presentations at industry events and sessions, showcasing product features and benefits to drive sales conversions.
* Built custom Sitefinity sites for over 30 different organizations.
* Set up and configured multiple Sitefinity deployment pipelines.
* Customized Sitefinity Sites to act differently based on user and country location.
* Drove BI initiatives and managed a team of 3 department heads comprised of an IT director, head of customer support, and head of marketing; managed an IT budget of approximately $2M
* Oversaw product development and innovations, analytical reporting, hosted 300+ websites, supported 200+ mobile applications, and collaborated with the executive leadership team
* Attended and presented at conventions where CME credits were given to attendees for joining the lectures
* Implemented Google Analytics

***Key performance indicators***:

* + ***Analytics Reporting***: designed custom analytic reports resulting in a 30% increase in client satisfaction and retention rates
  + Developed and executed Direct to Consumer (D2C) strategies for selling CMS applications and mobile meeting apps, successfully increasing customer engagement and revenue.
  + D2C Sales Initiatives: Successfully sold CMS applications and mobile meeting apps directly to customers through engaging demonstrations, presentations at industry events, and speaking sessions, contributing to a 20% increase in direct sales revenue.
  + ***Product Innovation & Deployment***: introduced a new product and pricing structure for a multi-client app that led to a 28% growth in market reach and a 15% uptick in revenue within the 1st quarter
  + ***Data Accessibility & Product Development***: refined data accessibility and reduced report generation times by 40%, resulting in overall operational efficiency; developed and sold a new engagement app
  + ***CMS Customization***: We made sites change how they acted based on user behavior. This was done by account type and IP address location. We also implemented Sitefinity reports indicating how the audiences were using the Site.

**Society for Nuclear Medicine Imaging**,Reston, VA **October 2011 – January 2016**

*Director of IT*

*SNMI is a Not-For-Profit scientific and professional organization that promotes the science, technology, and practical application of nuclear medicine and molecular imaging*

* Implemented subscription reports showing KPI results for membership renewals, new subscriptions, and non-renewal data.
* Led a team of 3 staff members and headed several notable projects that contributed to increased operational efficiencies, cost savings, and better decision-making for clients; managed a $700K budget
* Developed and deployed custom ColdFusion reports, saving 30+ monthly hours and increased meeting discussion times by 50%; consolidated blade resources without interruptions to 80%
* Reconstructed the DNS environment, generated data reports, created KPI measurements, upgraded the AMS system and implemented a new CMS system; rebuilt the membership renewal process
* Collaborated with auditors and the finance team to institute company-wide PCI compliance

**Society for Neuroscience**,Washington, DC **August 2008 – August 2011**

*Director, Technology Services*

*Society for Neuroscience*

* Managed a staff of 5 members responsible for supporting and maintaining the technological infrastructure to include HW/SW, training, and IT projects; managed a budget of approximately $800K
* Orchestrated a comprehensive disaster recovery strategy resulting in a 90% reduction in potential data loss; designed and implemented an IT reporting framework, saving the IT team 20 hours per week
* Redesigned three convention centers’ wireless networks to handle 30K+ connections for an annual meeting

**Professional Education**

**University of Salford**, Greater Manchester, England

Bachelor of Engineering in Computers, Management & Electronic Engineering (Honors)

**Key Technical Skills**

* ***Cloud Technologies****: AWS, Azure, VMware;* ***Business Intelligence Tools****: Power BI;* ***CRM Systems****: HubSpot, Salesforce, MS Dynamics, Personify, iMIS, Conference I/O;* ***Project Management Tools****: Trello, Azure, JIRA, HelpScout, Slack, GitHub, XRM ToolBox, Sitefinity, ACGI;* ***Reporting & Coding Languages****: T-SQL, ASP, ASP C#, ASP.NET, JSP, ColdFusion, DAX, XML, Java, Python, R, PowerShell;* ***Hardware****: Cisco, FatPipe, HP Switch Blades, Dell Blades, Firewalls ;* ***GDPR*** *and* ***HIPAA***