Chris Campana

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Summary

Data Engineer/Analyst/Scientist with 10+ years of experience building ETL/ELT pipelines, migrating data to cloud platforms, and designing scalable analytics infrastructure. Deep hands-on expertise in Snowflake, SQL, and Python across enterprise environments. Proven ability to deliver production-grade data systems, from ML feature stores to multi-source integrations, that drive measurable business outcomes.

Professional Experience

Ellucian, Remote (Feb 2025 - Feb 2026) *Data Scientist & Data Analyst III*

- **ETL:** Transformed disparate data into data pipelines and cohesive analytical reports, demonstrating strong problem-solving abilities and deep understanding of relational database systems including Snowflake.
- **Machine Learning:** Engineered churn prediction pipeline in R and Python with iterative imputation, ensemble modeling, and threshold optimization to balance precision-recall tradeoffs; delivered risk scores for 500+ accounts, enabling marketing teams to prioritize high-risk customers and reduce attrition through data-driven retention strategies.
- **Operations:** Designed and deployed centralized Feature Store in Snowflake using Python, creating 25+ versioned, time-aware feature views with automated documentation; eliminated redundant feature engineering across teams, reduced model development time by 50%, and established governance standards for ML feature access.
- **Salesforce Analytics & Integration:** Engineered custom features and analytics from Salesforce CRM data using SQL queries in Snowflake, enabling enhanced client tracking and data-driven insights for business stakeholders.

AT&T Inc., Atlanta, GA / Remote (May 2018 - Feb 2024)

Senior Data Analyst | Business Intelligence & Digital Analytics

- **Data Transformation & Analysis**: Analyzed and transformed large data sets into actionable insights using SQL, R, and Python across on-premises (Vertica, Teradata, and others) and Snowflake environments. Used SQL daily to empower stakeholders to make data-driven decisions, reducing support costs and increasing sales through in-depth analytics. Prioritized data quality to enhance data literacy and enable complex business questions to be answered efficiently. Mentored team members in high-quality, reproducible analysis, fostering a culture of data excellence.
- **Visualization & Reporting:** Created dynamic Tableau and additional dashboards & visualizations that enabled stakeholders to track many KPIs in real-time and self-serve, which helped swiftly identify cost drivers, and pivot strategies to reduce expenses. Led improvements to analytics capabilities and operational processes, ensuring data-driven decisions were at the forefront of business strategy.
- **ETL & Data Modeling:** Developed and optimized automated ETL processes and data models in SQL for seamless data migration from on-premises warehouses to Snowflake cloud. Enhanced reporting capabilities and supported digital transformation initiatives by aligning on key metrics, product adoption, and customer attributes. Worked with stakeholders for requirements gathering and data engineering teams for ETL processes.
- **Cross-Functional Collaboration & Root Cause Analysis:** Collaborated with cross-functional teams to perform root cause analysis and proactively identify potential impacts on metrics. Served as the voice of data, ensuring that deep dive analysis led to actionable insights and informed strategic decisions.
- **A/B Testing & Statistical Analysis:** Led A/B testing initiatives using Adobe Analytics, Target, and advanced statistical tools. Delivered precise assessments of lift, hypothesis validation, and confidence levels, enabling stakeholders to obtain accurate test results quickly.

Cox Automotive, Inc, Atlanta, GA (June 2016 - May 2018) *Business Intelligence Analyst*

- **Agile Team Collaboration:** Played a key role in an agile team, efficiently transferring and transforming data from diverse sources—including ad hoc flat files, Adobe Analytics, and MS SQL Server—into the Vertica warehouse. Provided critical analytics to both internal and external stakeholders, driving informed decision-making.
- **Reporting Platform Development:** Spearheaded the creation, installation, and administration of a reporting platform for internal teams using Tibco JasperReports Server. Managed and optimized backend SQL Server databases including administering SSIS jobs, implementing DDL changes, and creating indexes and views. Performed troubleshooting through ad hoc queries and updates, ensuring data integrity and system performance.

TravelClick, Atlanta, GA (April 2014 - February 2016) *Data Engineer & Database Analyst*
- Developed and managed the ETL process for migrating data from raw text files to Microsoft SQL Server and Oracle DBMS, collaborating with account managers and developers. Utilized Pentaho and Talend ETL tools.
- Monitored and quality-checked data throughout the ETL process, implementing automatic scripts to ensure ongoing data integrity and reliability.

Landis+Gyr, Alpharetta, GA (September 2012 - April 2014) *Data Support & Implementations Engineer*
- Led Gridstream Advanced Metering Infrastructure system installations, troubleshooting installation issues, and providing global client support.
- Developed PowerShell and batch scripts to monitor Gridstream IT systems, integrating Microsoft Messaging Queues, Windows Services, and Application Pools.

Ista North America, Alpharetta, GA (02/11 – 09/12) Account Manager and Operations Analyst
- Focused on the long term client needs as well as day-to-day issues, managing issues via JIRA.
- Long-term client needs included strategies for customer base expansion and projects to automate manual processes, which would save time and money for application users.
- Served as manager on projects, facilitating timelines, documentation, and communication between technology teams and end users as well as managing change control.

Meridian Technologies, Inc, Jacksonville, FL (09/09 – 12/10) Database Developer/Consultant
- As consultant to Bank of America, part of the Direct Investments and Personal Retirement Technology Team to develop a client referral program to support global client coverage and relationship deepening, performing any duty involving Oracle DBMS or PL/SQL scripts.

Education
Kennesaw State University, Kennesaw, GA Bachelor of Science, Information Systems, 2008

Skills & Tools
SQL & Databases: SQL (Expert – 10+ years), Snowflake, Teradata, Vertica, PostgreSQL, SQL Server, Oracle
BI & Visualization: Tableau (advanced), Power BI-ready, Adobe Analytics & Target, executive dashboard development
Data Pipelines & ETL/ELT: Pipeline design & automation, SSIS, dbt-ready, multi-source data integration
Cloud & Data Warehousing: Snowflake, Azure-compatible environments, cloud migration, on-prem
Programming & Scripting: Python (pandas, NumPy, scikit-learn, snowflake.ml), R, PowerShell
Data Modeling & Architecture: ETL/ELT design, schema design, query optimization, stored procedures, data warehousing
Statistical Methods: A/B testing, hypothesis testing, confidence intervals, regression, predictive modeling
Data Governance & Engineering: Metadata management, feature governance, data quality frameworks, version control (Git/GitHub), CI/CD-aware
Machine Learning & Predictive Analytics: Churn modeling, risk scoring, feature engineering, ensemble modeling, iterative imputation, ML Ops / Feature Store design
AI-Assisted Development: GitHub Copilot, VS Code, modern development workflows