

Brenda Keller

Coder & Analyst

Ocala, FL 34482

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EXPERIENCE

Self-Directed Studies, Ocala, FL

2015 - Present

Web Development, Database and Business Intelligence

Continuing to improve technical skills through Lynda and Udemy courses as well as reading books on related topics. Also working on several web projects, including creating my own personal website. Some of the courses I have recently completed include:

- Lynda - Become a Front-End Developer (37 hours).
 - Lynda - Become a PHP Developer (72 hours).
 - Udemy - 12 courses on various web and database topics (96 hours)
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NetSource Technologies, Ocala, FL

2012 - 2015

SEO/SEM Consultant

Manage Pay-Per-Click (PPC) advertising campaigns for external and internal clients including supplying reports containing Key Performance Indicator (KPI) metrics. Perform Search Engine Optimization (SEO) on websites for external and internal clients.

- Managed Google AdWords PPC campaigns for external/internal clients.
 - Provide monthly reports of KPIs for PPC clients.
 - Created a web application to handle PPC management tasks and provide an easier way to monitor the performance of all PPC campaigns.
 - Performed SEO site assessments on clients' websites to determine changes needed to increase search engine rankings and visibility.
 - Created Excel macros to automate manual data collection processes.
 - Completed Quality Audits on new client websites prior to launch.
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Lender Processing Services, Jacksonville, FL

2010 - 2012

Business Analyst

Created and updated reports for various business groups within the organization which provided information used for a multitude of business decisions.

- Created and maintained Crystal reports used by business groups to make daily decisions.
- Designed SQL scripts used within reports to display the appropriate data in reports.
- Developed SQL scripts to ensure proper classification of data in online dashboard.

Data Targeting, Inc., Gainesville, FL**2010****Assistant Database Administrator**

Responsible for acquiring, standardizing, formatting and importing various data files. Produced mailing, phone and email lists from various sources. Maintained multiple FoxPro database tables. Created FoxPro programs to automate manual tasks.

- Automated collection of demographic data from various input files.
- Created template to verify accuracy of data counts.
- Created data map of an external SQL Server database of real estate data.
- Developed a website with a SQL Server database back-end to track file acquisitions.

EDS, an HP Company, Plano, TX**1997 – 2009****Reports Analyst - SQL Server Reporting Services (2004 – 2009)**

2008 – 2009 Worked at EDS location in Ocala, FL

2005 – 2008 Worked from home in Ocala, FL

2004 – 2005 Worked from home in Budd Lake, NJ

Developed SQL Server Reporting Services (SSRS) reports for several different groups for various business needs. Gathered business requirements for needed reports. Quickly turned requirements into polished reports. Converted complex Excel spreadsheets into dynamic SQL Server Reporting Services reports.

- Replaced over 200 static reports with 6 SSRS reports.
- Reduced prep time of change-related meetings by 75% via SSRS reports.
- Reduced time spent on producing client-specific reports by 88% by using SSRS.
- Eliminated over 16 hours of manual work monthly by creating SSRS reports.

Report Analyst – MS Excel, MS Access and Crystal Reports (1997 – 2004)

2002 – 2004 Worked from home in Budd Lake, NJ

1997 – 2002 Worked at EDS location in Plano, TX

Created and maintained daily, weekly, monthly and ad hoc help desk reports. Verified accuracy of data in externally generated reports. Delivered reports on time and to correct recipients. Automated scheduling of reports where possible.

- Reduced reporting costs by 90% by creating and maintaining reports internally.
- Reduced number of errors in reports through automation.
- Created web-based version of daily reports making them available on demand.

EDUCATION

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- Completed online web development courses (2015-present)
 - Completed report, web and database courses through EDS, Plano, TX (1995 – 2009)
 - C Programming/UNIX System Training, SMU, Richardson, TX (1994 – 1995)
 - Computer Programming, The Chubb Institute, Morris Plains, NJ (1993 - 1994)