

Carlos Ordóñez

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EXPERIENCE

Advancement Systems & Reporting | Data Analyst / Database Administrator, Vassar College (Poughkeepsie, NY)

2020-Present

- Establish the development, implementation, and training on data preparation, processing, and templates for data imports, for the Data Entry and Records team. In one instance reducing a 5 to 6 month long process to a few hours, as well as eliminating manual entry of data.
- Implement custom fields in CRM of statistical metrics to advise and guide decisions on donors and contact approaches and help track overarching campaigns.
- Generate 5 to 10 high-level SSRS reports each quarter on counts of donors and their financial commitments to various fundraising destinations to better help track short and long-term goals, allowing for better access and understandability of data.
- Build and maintain over 200 stored procedures, jobs, and Functions that keep front-end and third-party data accurate and up to date.
- Craft new functions and tables to organize and help visualize data using SSMS, SSRS, and Oracle Analytics, constantly updating knowledge through feedback on how the user base thinks and manages their data on a daily basis.
- Lead the organization on how to organize and structure data at the point of creation, entry, and reporting to ensure scalability in data, logic, and business processes.
- Address any errors or issues encountered in the CRM from users by optimizing queries, troubleshooting processes, or placing tickets into our CRM client portal and acting as the primary contact for the ticket until completion reducing end user issues by 90%.

PROJECTS

- **Events Dashboard | 2023**
 - Built Dashboard in Oracle Analytics to track events throughout the current and previous fiscal year to better help the Alumni Engagement department understand how events are performing in terms of engagement, and donations, allowing them to hone the focus and success of events offered.
 - The dashboard breaks down events by type and varying degrees of subtypes and displays multiple KPIs such as attendee type, total donated, and total events attended.
- **Campaign Dashboard | 2022**
 - Developed a High-Level Dashboard in Oracle Analytics to track and analyze the multi-Year overarching Campaign. Used by the Vice President to understand progress and trends in giving to help guide fundraising efforts and the public/private message of the Campaign to the Boards of Directors as well as the community in general.
 - Dashboard organizes data into multiple areas of Analysis, including Campaign Pillars, Campaign Purposes, College Purpose, and gift bands amongst others.
- **Donor RFM Score | Spring 2021**
 - Produced queries to calculate the Recency, Frequency, and Monetary Value scores for each contact in the database.
 - Used Jenks Break Algorithm to classify each contact in each respective factor to create more accurate segmentations of donors and their donor behavior.

EDUCATION

Marist College, B.S. Data Science and Analytics (2019)

National Society of Leadership and Success: GPA: 3.8

SKILLS

- Access
- Algorithm Analysis & Design
- CSS
- Data Analysis
- Database/Info Management
- ETL
- Excel
- ggplot2
- Hadoop
- HTML
- Java
- Machine Learning
- Oracle Analytics
- Python
- R
- R Shiny
- SPSS Modeler
- Spark
- SSMS
- SSRS
- SQL
- Tableau

ACHIEVEMENTS

- Alpha Sigma Lambda Honor Society
- Best Data Visualization 2018 ASA Datafest at Vassar College
- Best Data Analysis 2019 ASA Datafest at Vassar College
- Dean's List 2019