

Michael Johnson

Data Analyst

Experience

2022–Present **Data Analyst**, COLLEGEVINE, Boston, MA (Remote).

As the sole data analyst at a fast-paced, dynamic Series B ed-tech startup, I play a crucial role in enabling data-driven decision making in a challenging startup environment. I have a proven track record of delivering indispensable data solutions that directly contribute to our overarching strategic objectives.

- Led the development, implementation, and adoption of Customer Activation and Health Score reporting for the Current Partners team, enabling proactive churn management and identification of upsell opportunities, contributing to \$1.7M in renewal contract value.
- Collaborated with the Current Partners team to deliver individualized, data-driven ROI cases to our college partners—uncovering key insights and trends demonstrating the value of the CollegeVine network.
- Collaborated with data scientists and data engineers in the design and implementation of a data warehouse using dbt, a critical effort to standardize reporting on fundamental metrics.
- Developed and maintained ETL processes to integrate and analyze data from third-party tools such as HubSpot, reducing time spent on manual data collection.
- Created a lead scoring model leveraging public and internal datasets, optimizing sales efforts for a novel AI product by identifying best-fit target accounts among 13,000 school districts.

2021–2022 **Business Intelligence Consultant**, MERGE, Denver, CO (Remote).

Worked directly with a variety of clients as a hybrid Business/Technical consultant to implement business intelligence solutions in Domo. I worked cross-functionally, with both the clients and our team of technical architects and business consultants, to define and align requirements for scalable BI solutions.

- Contributed to a comprehensive ETL and dashboarding project for a large multinational client, empowering hundreds of managers to access actionable insights into rep-level sales performance and helping to manage billions of dollars in annual revenue.
- Developed, operationalized, and documented comprehensive data solutions in Domo, encompassing robust data pipelines and efficient ETL processes to produce curated datasets for analytics aligned with business requirements.

2019–2021 **Project Specialist/Business Intelligence Analyst**, NAYLOR ASSOCIATION SOLUTIONS, McLean, VA.

At Naylor, I developed the role from a Marketing Project Specialist to a role more aligned with a Business Intelligence Analyst by collaborating cross-functionally outside of marketing to implement BI solutions company-wide. For example:

- Designed data visualizations and created business intelligence dashboards in Domo related to marketing, business development efforts, and other key performance indicators.
- Partnered with the Finance team to develop automated reporting to support periodic financial projections, monthly/quarterly reporting, and other ad-hoc projects.

Education

2015–2019 **Bachelor of Science**, *Roanoke College*, Salem, VA.

Double Major: Mathematics and Spanish

May 2018 **Study Abroad**, Buenos Aires, Argentina.

Skills

Programming R, Python, Julia, SQL (mySQL, Postgres, Redshift)

Other Tools Git/GitHub, Amazon Redshift, S3, Domo, Tableau, Apache Airflow, dbt, Jira, \LaTeX

Language Native English, advanced level of Spanish (speaking, reading, writing)

Interests Bayesian Methods, Rust

Washington, D.C.

✉ mjohnson@protonmail.com • 📧 michaelkjohson.info • [in michaeljohnson97](https://www.linkedin.com/in/michaeljohnson97)