

STEPHEN ANDREWS

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BUSINESS ANALYST | DIGITAL MARKETING TECHNOLOGIST | WEBSITE DESIGNER

SUMMARY

- Creative, solutions-oriented technology professional with outstanding communication, business process analysis and project management skills.
- Proven experience in:
 - All phases of the SDLC (Requirements Gathering, Conducting JAD, Coordinating Testing, Defect Resolution and Software Implementation)
 - Documenting Use Cases and Service Contracts (SLAs)
 - Customizing CRM and CMS Systems
 - Creating and Managing Online Email Marketing and Fundraising Campaigns
 - Designing and Managing Websites
 - Providing Technical Support to 100+ End-Users
 - Disaster Recovery and Business Continuity documentation
 - Data Analysis
 - Business Process Improvements
- Known as a strong leader, teacher, coach and trainer.
- Excellent communication, collaboration, conceptualization, customer service, and problem-solving skills.
- Certified Scrum Master and trained as Scaled Agilist (SAFe 4.0).

SKILLS

- **IT Tools and Other:** SOAP UI, XML, WSDL, HP ALM Quality Center, HP Service Manager, HP Portfolio Manager, Business Modeling UML, User Stories in Agile, Use Case, BRD, FRD, Agile and Waterfall.
- **Software:** Adobe CC, Microsoft Word, Excel, PowerPoint, SharePoint, Visio, Documentum, SOAP UI.
- **OS:** Windows, MacOS, iOS and Ubuntu.
- **Web:** HTML, Joomla, WordPress, Blackbaud eCRM and Internet Solutions, Luminate Online, TeamRaiser, MailChimp Email Marketing and Automation, Hubspot CRM, Google Analytics, etc.

EDUCATION/CERTIFICATIONS/TRAININGS

- Master of Divinity with Biblical Languages (M.Div., Southeastern Baptist Theological Seminary, Wake Forest, North Carolina, Graduated 2006)
- Certified Scrum Master, CSM (2015)
- Project Success Method (PMI-Registered Education Provider, 2015)
- Microsoft SharePoint 2010 Designer (2011)
- SAFe 4.0 (Trained Scaled Agilist, 2017)

EXPERIENCE

January 2018

3Ci Consultant, Atlanta, GA

Technical Business Analyst at Southern Company Gas – CIO BI Dashboard)

- Conducted JAD sessions with Business Stakeholders, Technical SMEs, Architects, etc.
- Gathered requirements, completed documentation, meeting minutes, etc.
- Managed SharePoint with artifacts in structured folders for team access and collaboration per SOX compliance.
- Translated Business Requirements to Technical Requirements.
- Interfaced with Enterprise Data Management Architect and Team to understand current architecture map, Scorecard, data marts and connectivity to Dashboard.
- Conducted data analysis, mapped fields to data and visually demonstrated required metrics and measurements

- Analyzed and mined data from existing Scorecard metrics to feed the CIO dashboard.
- Scheduled and led daily Agile based standup meetings.
- Collaborated with Project Manager on refining Project Plan, Scope and other Tasks.
- Conducted internal and draft demo with business leadership.
- Conducted internal team demo and draft demo of MS Power BI based CIO Dashboard with business leadership.
- Assessed business processes, requirements and recommended solutions.

June 2015 – April 2017

Datum Software Inc. (Client: Delta Air Lines – SOA IT Services, Atlanta, GA)

Senior Business Analyst (Mentor): SOA and DC/DR Projects

- Gathered requirements, conducted JAD sessions, developed Use Cases, Scenarios and Service Contracts (SLA), employed Visio diagramming, and created Requirements Traceability Matrix (RTM) in Delta's Service Oriented Architecture (SOA) IT Services Group, as well as for Data Center and Disaster Recovery (DC/DR) projects.
- Created and Updated 150+ Use Cases/Main and Alternate Scenarios, 80+ Web Service Contracts (SLA).
- System and Process flow diagramming using MS Visio.
- Managed documentation via Documentum and SharePoint for team access per SOX compliance.
- Coordinated testing with the QA Engineers and implemented changes via Change Requests and RFCs in the Delta and Virgin Atlantic (AIR4) – Testing, Integration and Production environments.
- Experienced in change and configuration management using HP Service Manager. Logged defects in HP ALM Quality Center and coordinated defects resolution with QA engineers.
- Translated business requirements to technical specs for developers who created web services (Java, SOAP).
- Worked with application support and development teams to fix software bugs and escalate issues.
- For the new Data Center Disaster Recovery Resiliency (\$249M) project, facilitated meetings with Datatrend and DL teams to compile IT Disaster Recovery Plans for Applications, Infrastructure and Services per the IT Services and Business Continuity Management guidelines.
- Served as a mentor to Junior Business Analysts.
- Assessed business processes/requirements and recommended solutions.
- Analyzed for gaps in recovery and operational readiness plans. Documented RPO and RTO for applications.
- Coordinated with QA team for SOA webs services and Disaster Recovery Applications Testing for DR readiness.
- Familiar with ReST API, micro services, etc.

June 2011 – April 2015

Operation Mobilization USA, Tyrone, GA

IT Business Analyst

- Documented and gathered requirements via JAD sessions.
- Created Use Cases and Scenarios from business requirements.
- Emulated Agile methodology in design, development and implementation of Blackbaud eCRM.
- Developed Test Strategy from the Use Cases and the business and functional requirements document.
- Identified and resolved issues, provided training for Blackbaud eCRM, Internet Applications with desktop tools for small groups, one-on-one, virtual. Trained groups of super-users who tested new functions.
- Customized eCRM, tested (UAT), and deployed Blackbaud eCRM for OM in the USA and The Netherlands.
- Assessed business processes/requirements and recommended solutions.
- Oversaw security for the Blackbaud Enterprise Customer Relationship Management (eCRM) system.
- Deployed, maintained Blackbaud Internet Solution-based (BBIS) donation management site.
- Provided technical support to in-house staff and donors for web applications.
- Managed Blackbaud Internet Solutions, Luminare Online and TeamRaiser.
- Created online donation pages, email templates for marketing, fundraising events and advocacy.
- Generated reports for C-level Senior Leadership Team).
- Created job aid cards, integrated direct marketing and email campaigns and administered online giving system.
- Created numerous digital and print newsletters, banners, and other stationary.
- Monitored and reported social media and website performance (Facebook Insights, Google Analytics).

June 2017 – Present (Part time)

Chick-fil-A's Truett's Luau Restaurant, Fayetteville, GA

Restaurant Marketing Director

- Conduct weekly meetings with Operator and Leadership Team Members.
- Market and oversee catering events.
- Function as IT and Sales support, trainer and tech.
- Create and manage MailChimp Email campaigns (manual and automated).
- Community outreach, relationship building, relational marketing (B2B and B2C).
- Leverages digital media to tell the Truett's Luau story and create emotional connections with customers.
- Oversee Family Marketing Activities (Family Nights, Kid's Nights, etc.).
- Engage Team Members and guests to be Chick-fil-A's Truett's Luau restaurant advocates.
- Partner with Training Director to train staff and ensure suggestive selling by team members.
- Manage Facebook, Google, Instagram accounts and Website, create reports, forecast, etc.
- Regularly report to GM and Operator.
- Assessed business processes/requirements and recommended solutions.

August 2009 – May 2011

Charles Boyd Buick Chevrolet Cadillac GMC, Henderson, NC

IT Business Analyst (CRM and Web administrator)

- Gather requirements, tested and Implemented iMagicLab Auto Dealer CRM for a family owned dealership (group of 18 dealerships).
- Managed Cadillac customer relationship programs.
- Created print ads (newspaper/magazines) and web graphics (microsites, blog, vehicle inventory).
- Assisted Internet Sales Manager to post vehicle pictures and description on various websites.
- Sent email blasts and newsletters using MailChimp email marketing.
- Collaborated with GM-sponsored website vendor for dealership website maintenance and updates.
- Provided technical support for 40+ office, sales and service staff.
- Troubleshoot PC, CRM, and Internet issues for the staff.
- Assessed business processes/requirements and recommended solutions.
- Managed and updated eBay, Autotrader.com, Cars.com, eBay, CRM and other dealership vehicle inventories.
- Monitored and reported on website traffic and performance using Google Analytics.

August 2009 – Current (Freelance, hiretodesign.com)

IT Solutions Consultant

- Coach, Trainer, Digital Marketing Technologist and Website Designer.
- Tech support, hardware, software, SOHO Network implementation for small businesses and non-profits.
- Provide hardware and software procurement consultation.
- Train and inform clients on Payment Card Industry Data Security (PCI DSS) and Cyber Security Standards.
- Provide web security for hosted sites against virus, malware. Perform root cause analysis and incident resolutions.
- Design, host and maintain websites with Social Media and Payment Integration solutions.
- Design email templates, drive email and automated marketing campaigns for clients (MailChimp).
- Conduct business process analysis and offer suggestions for process improvements – technical and functional.
- Train and offer Google Analytics setup, reports, keywords and tags management, and SEO implementation.
- Assess business processes/requirements and recommend solutions.
- Designed 40+ websites (WordPress, Joomla, SquareSpace, Weebly, Wix, etc.).