

# Therese Moriarty

Business Intelligence Consultant

Data Analytics leader with over a decade of experience in Ecommerce, Lead Generation, Marketing, Finance, and more.

## EXPERIENCE

### Founder & Principal, Self-Employed

[Eyeful LLC](#) Jan 2017 - Present

- Consolidated multiple data sets into 1 single source of truth.
- Slashed query and load times by 99%.
- Centralized all essential KPIs into 1 main dashboard.
- Multiplied employee access to data by 10X.
- Saved analysts upwards of 10 hours per week with automation.

### Analytics Lead

[Eko](#) Jul 2015 - Nov 2016

- Boosted sign ups (↑49%) and increased session duration (↑126%).
- Monitored, cleaned, and interpreted >3B data points of activity.
- Prepared easy to read reports with actionable recommendations.
- Evaluated cloud-based BI tools for data management.

### Technical Project Manager

[Eko](#) Jan 2013 - Jun 2015

- Introduced new event tracking and dashboards.
- Implemented solutions for market localization and impaired access.
- Oversaw compliance with the VAST/VPAID ad framework.

### Video Operations Manager

[NBCUniversal](#) May 2012 - Dec 2012

- Analyzed video performance across 38M unique visitors per month.
- Expanded the YouTube subscriber base by almost 500%.

### Online Video Producer

[NBCUniversal](#) Apr 2009 - Apr 2012

- Migrated content to a new video player with a 200% increase in traffic.
- Advised on video specifications and capabilities for all technical products.

### Video Production Coordinator

[NBCUniversal](#) Mar 2008 - Mar 2009

- Managed a video content library consisting of over 10K assets.
- Measured video monetization for Sales reports.

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## SKILLS

Data Visualization  
Report Automation  
Dashboard Design  
Presentation Design  
SQL  
Data Warehouses  
ELT & ETL  
Google Analytics GA4  
Adobe Analytics  
dbt Core  
Looker & Looker Studio  
Sigma Computing  
Preset & Superset  
Metabase  
Thoughtspot  
Snowflake  
Google BigQuery  
Amazon AWS  
Databricks  
Google Sheets

## EDUCATION

### Bachelor of Arts

[Vassar College](#)

May 2005

Film Studies

### Data Science Certificate

[General Assembly](#)

May 2016