

# Veronica Wakelee

Data Modeler

## Profile

I am a Data Modeler with over 2 years experience in developing and managing enterprise-level data models. Working with a variety of clients and data sources, I have expertise in creating effective data models to support business decisions. I have a strong knowledge of data warehousing and dimensional modeling, and am proficient in using multiple platforms such as Oracle, SQL, and MS Access. My experience includes creating data models for customer segmentation, customer analysis, and customer lifetime value, as well as data modeling for data marts, data warehouses, and OLAP cubes. Additionally, I have experience in analyzing and modeling large datasets using ETL tools. My strong communication and problem-solving skills have enabled me to effectively collaborate with stakeholders to ensure successful project completion.

## Employment History

### Senior Data Modeler at Oracle, CA

Jan 2023 - Present

- Developed and implemented a data modeling strategy for Oracle's customer relationship management (CRM) system which reduced data access time by 75%, resulting in improved customer service response times.
- Utilized data mining techniques to improve the accuracy of predictive models, resulting in a 5% increase in customer satisfaction.
- Automated the data modeling process, reducing the time spent on manual tasks by 40%.
- Led a team of data modelers to develop an enterprise data warehouse for Oracle, resulting in a 20% reduction in data storage costs.

### Data Modeler at Talend, CA

Jul 2021 - Nov 2022

- Developed a data model for Talend's customer segmentation project that improved customer segmentation accuracy by 20%.
- Created a data architecture that reduced the time needed to integrate data from external sources by 50%.
- Implemented a data structure that enabled Talend's marketing team to access data from multiple sources in real-time, resulting in an increase in conversion rate of 10%.
- Designed and deployed a data warehouse for the company that reduced storage costs by 40%.

## Education

### Bachelor of Science in Data Modeling at California State University, Long Beach

Aug 2017 - May 2021

Relevant Coursework: Database Design, Database Administration, Data Mining, Machine Learning, Data Visualization.

## Certificates

### Certified Data Modeler (CDM)

Nov 2021

## Details

[veronica.wakelee@gmail.com](mailto:veronica.wakelee@gmail.com)

(126) 631-9816

San Francisco, CA

## Links

[linkedin.com/in/veronicawakelee](https://linkedin.com/in/veronicawakelee)

## Skills

Database Design

Data Warehousing

ETL (Extract, Transform, Load)

Business Analysis

SQL Querying

Data Visualization

Analytical Thinking

## Languages

English

Spanish

## Hobbies

Bird Watching

Gardening

Woodworking