

# Ross Carhart

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Analyst who has delivered reduced costs and obtained exponential growth. Reduced Data operating costs by 300% for Doner Media and increased subscription growth for GNC by 200%

## WORK EXPERIENCE

### **Abercrombie And Fitch • Remote • 10/2025 – Present**

By leveraging best practices in modular and reusable data modeling (e.g., star and snowflake schemas), I democratized data access for multiple analytics teams, enhancing efficiency while significantly reducing company-wide data costs.

#### **Senior Data Strategist • Full-time**

- Developed a comprehensive data model within 3 months, enabling marketing, decision sciences, and product teams to uncover insights, enhancing decision-making processes.
- Train data analysts on BI tools and how to unlock business insights quicker through the use of a custom built data model
- Streamlined data access processes, empowering analysts to generate insights faster and improve overall data-driven strategies across departments.

### **Doner CX • Pittsburgh, Pennsylvania, United States • 04/2023 – Present**

#### **Senior Data Marketing Analyst**

- designed relational databases, data transfer/loading, and data mart/warehouse models.
- SQL scripting, data flow development, and data hygiene processes.
- Created reports and dashboards using Tableau, Power BI, and Looker Studio
- Designed processes to automate data pipelines, reducing costs and increasing efficiency through technologies like Python, dbt, Airbyte, Dagster, and Alteryx.
- experienced with digital/social channel data for enhanced reporting.
- Translated business requirements into actionable datasets and reports, collaborating closely with account and strategy teams.
- Managed and executed weekly operational tasks, while independently designing and developing solutions.
- Excellent communication skills for working with team members and project managers, with experience documenting project requirements.

## SKILLS

- Alteryx
- Cascading Style Sheets (CSS)
- Data Analytics
- Databases
- Data Build Tool
- Data Manipulation
- Data Modeling
- Data Models
- Data Visualization
- Extract, Transform, Load (ETL)
- Git
- GitHub
- Google Analytics
- html
- JavaScript
- Microsoft Excel
- Microsoft Office
- Microsoft Power BI
- Microsoft SQL Server
- MySQL
- PowerPoint
- Powershell
- Python (Programming Language)
- Snowflake
- SQL
- Tableau

## EDUCATION

### **Certificate in Computer Software Engineering**

Community College of Allegheny County  
08/2020 – 05/2022

**GNC • Pittsburgh, Pennsylvania, United States • 09/2021 – 04/2023**

**Senior Data Analyst**

- Managed and analyzed subscription-based data to identify new trends and opportunities.
- Implemented new way to track companies and competitors social media and retail data.
- Grew subscription based business by over 200%
- Established KPI's to measure the effectiveness of business decisions.
- Managed and mentor data analysts and interns.

**TruFoodMfg • Pittsburgh, Pennsylvania • 11/2017 – 09/2021**

**Data Analyst**

- Created business intelligence dashboards for executives to drive data-based decisions.
- Decreased down time by 25% and reduced operating cost by 10%
- Developed and monitored KPI's.
- Managed Tableau Server and ensured accuracy of data.
- Established Quality Metric for Corporate Bonus Program.
- Subject matter expert on manufacturing software.

**Bachelor of Science  
(B.S.)**

University of Pittsburgh  
01/2008 – 12/2012