

JOHN JOHANNABER, MS

DATA ANALYST | TARGET: GTM ANALYTICS

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PROFESSIONAL SUMMARY

Data analyst with 10+ years of experience building trusted analytics from complex customer, marketing, CRM, and operational data. Advanced SQL practitioner who translated 100+ data-quality rules into SQL and Python across repositories containing more than 200 million records, built Tableau, Power BI, and QuickSight reporting, and improved email-campaign data enough to reduce bounce rates from 20% to 1%. Recent work includes building Guild Mortgage's Data Quality Engine and unifying Salesforce CRM, admissions, and enrollment data for three universities in AWS Athena. Known for translating complex data into clear reporting, practical recommendations, and trusted decisions for technical and nontechnical stakeholders.

GTM-RELEVANT STRENGTHS

Customer & CRM Analytics • Funnel & Engagement Metrics • Marketing Performance • Forecasting & Trend Analysis • Advanced SQL • Python Automation • BI Dashboards • KPI Development • Data Quality & Governance • Cloud Analytics • Stakeholder Enablement • AI-Assisted Workflows

SELECTED BUSINESS IMPACT

- Built Guild Mortgage's Data Quality Engine, creating rules, monitoring results, and supporting issue resolution across critical mortgage data.
- Translated 100+ data-quality rules into SQL, automated execution in Python, and visualized results in Tableau across repositories containing 200M+ records.
- Improved the quality of data used for an email campaign, reducing bounce rates from 20% to 1%.
- Unified Salesforce CRM, admissions, and enrollment data for three universities in AWS Athena and built applicant-to-admission metrics to help predict future-term engagement.
- Delivered analytics for enterprise clients with contracts up to \$25K per month and supported direct-mail campaigns generating more than \$100K each.

PROFESSIONAL EXPERIENCE

GUILD MORTGAGE | Data Governance Analyst

February 2026 – Present

- Built Guild Mortgage's Data Quality Engine by developing data-quality rules, monitoring results, and supporting issue resolution across critical mortgage data.
- Partner with business and technical stakeholders to strengthen governance standards, improve metadata and business definitions, and increase trust in enterprise reporting.
- Oversee and mentor a data-governance intern, providing project direction, work review, and ongoing support.
- Built a custom GPT that converts freeform notes and other documentation into standardized process-flow diagrams.

INDEPENDENT | Data Analyst Contractor

March 2025 – February 2026

- Supported higher-education, building-materials, and healthcare clients with analytics, data-quality, reporting, and cloud-migration initiatives.
- Unified Salesforce CRM, admissions, and enrollment data across Appalachian State, East Carolina, and North Carolina Central universities in AWS Athena.
- Built dashboards and metrics to analyze applicant-to-admission ratios and help predict future-term engagement.
- Led data-quality checks across ETL layers and audited Salesforce against data-lake exports to reconcile gaps, including test and orphan records.
- Automated QuickSight reporting, established a maintainable data dictionary and standards, and standardized customer, location, and item data for cloud migration.

THE HOME DEPOT | Senior Analyst, PI Data Management and Quality

December 2020 – March 2025

- Designed SQL rules to assess uniqueness, completeness, and validity across enterprise repositories containing more than 200M records; also supported implementation of Collibra Data Quality.
- Helped deliver a major data-quality initiative by translating 100+ rules into SQL, automating execution in Python, storing results, and creating Tableau reporting for marketing campaigns.
- Provided higher-quality customer data for an email campaign that reduced bounce rates from 20% to 1%.
- Assessed personal-data lineage from customer engagement on the website and in stores through downstream use by internal stakeholders.
- Evaluated third-party data vendors, including Amperity and Neustar, and used findings to support measurable improvements in data quality.
- Partnered with data engineers, privacy attorneys, data managers, marketers, and survey teams to investigate data issues and improve customer-data use.
- Created stakeholder data products spanning personal information, transactions, and item/SKU data, and researched privacy and fraud issues to reduce financial and regulatory exposure.

PROFESSIONAL EXPERIENCE, CONTINUED

ANSWERROCKET | Analytics Engineer | Remote

June 2019 – November 2020

- Led end-to-end go-live processes focused on data integrity and validation for clients with contracts up to \$25K per month, reporting to the Head of Technology and Head of Customer Success.
- Worked directly with GE Automotive and other enterprise clients to build dashboards and data visualizations in AnswerRocket.
- Gathered business requirements across industries and translated complex data into clear reports, dashboards, training, and customer-specific documentation.
- Restructured support processes and earned senior-management recognition for mastering AnswerRocket's SaaS software and RQL programming language.

PURCHASING POWER | Marketing Database Analyst | Atlanta, GA

October 2017 – June 2019

- Produced BI reports to forecast buying patterns and real-time reporting on direct-mail and digital campaigns, helping stakeholders evaluate marketing-channel effectiveness.
- Developed year-over-year dashboards with monthly and weekly drill-down views and automated ETL processes to improve reporting speed and accuracy.

MARKETEAM | Data Analyst | Sandy Springs, GA

May 2016 – October 2017

- Developed data-integrity algorithms for regression-based direct-mail campaigns for national nonprofits; campaigns generated more than \$100K each.
- Improved SQL data architecture and integrated VBA macros, SSIS packages, SQL Server, and Power BI to streamline data loading, analysis, and reporting.

CLOUDTAGS | Data Science Intern | Atlanta, GA

August 2014 – February 2015

- Produced daily and weekly statistical reporting for a retail data-collection company and coordinated with clients and senior leaders to refine project specifications.
- Created SQL queries, procedures, and functions supporting Excel-based reporting.

TEACHING & COMMUNICATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY | Adjunct Instructor | Remote

December 2023 – Present

- Teach a master's-level Foundations of Data course to approximately 30 students per term, covering analytics problem framing, data verification, open-source tools, regulation, privacy, and ethics.

MASTERSCHOOL | Python Instructor | Remote

August 2023 – November 2023

- Taught Python fundamentals, data processing, and data manipulation to 50 students in an online Data Analytics program.

TECHNICAL SKILLS

Analytics & Programming: SQL; Python (Pandas, NumPy, scikit-learn); R; SAS; VBA; forecasting; regression; predictive analytics; KPI reporting

BI & Reporting: Tableau; Power BI; Amazon QuickSight; Looker; Domo; dashboard development; business intelligence

Cloud, Data & Governance: AWS Athena; AWS; Azure; GCP; SQL Server; SSIS; ETL; Salesforce data; Collibra; MDM; data lineage; metadata; data quality

Workflow & Collaboration: GitHub; Jupyter Notebooks; requirements gathering; stakeholder communication; training and mentoring; custom GPT development

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY | Atlanta, GA

Master of Science, Analytics | 2022

Bachelor of Science, Industrial Engineering | 2015