Ramil Ferro

A: Emeryville, CA 94608 | C: (415) 602-5345 | E: ramilferro@comcast.net

PROFESSIONAL SUMMARY

Senior technology professional with 25 years of experience in IT, business intelligence, analytics and application development. Eight years of experience architecting, administering and developing in Salesforce ecosystem, specializing in Financial Services, Education and Non-Profit clouds. Specializes in improving operational efficiencies of existing processes through in-depth analytics, process simplification and adoption of new technologies and ideas. Experienced in developing growth strategies for marketing and sales initiatives by analyzing customer characteristics and behavior. Experienced in implementation and management of various systems including, but not limited to, Active Directory, Salesforce and other CRMs, MS Exchange, MS SharePoint, Office365 and Azure. Experienced in design, development, implementation, administration and maintenance of databases and data warehouse, ETL tools, business intelligence environments and web environments. Collaborates well with all levels of team members across all departments. Able to learn quickly and adapt to changes. Great verbal and written communication skills. Over 8 years of experience hiring, managing and mentoring direct reports.

PROFESSIONAL EXPERIENCE

Salesforce Implementation Director   **February 2022 – Present**
St. Ignatius College Preparatory   **San Francisco, CA**

Currently managing two instances of Salesforce – EDA for Academics and NPSP for Advancement. The two-system design was implemented by third-party vendors prior to my arrival at SI. Currently developing plans to migrate both systems into Salesforce's new Non-Profit Cloud and building a custom School Information System to replace PowerSchool. Architected and implemented the MySI portal, a portal for current and prospective SI families, to use for admissions, notifications, frosh registration, re-registration and other interactions with SI. Migrated data from inRESONANCE to EDA. Implemented multi-factor authentication on Salesforce. Implemented automated backup process using OwnBackup. Created various reports and dashboards for school administration.

Senior IT Consultant / Salesforce Architect & Developer (Contract)   **September 2016 – June 2019**
WealthVest Marketing, Inc.   **San Francisco, CA**

Managed Azure and Salesforce environments. Designed, developed and implemented Agency Management System (AMS) in Sales Cloud using the Salesforce Lightning framework. Conducted in-depth data and system analyses and worked with department heads to design and develop AMS. Re-designed and re-developed Contact Management System (CMS) in Sales Cloud using the Salesforce Classic framework. Migrated CMS to Salesforce Lightning framework. Developed AMS and CMS by creating custom objects, modifying standard Salesforce objects, designing page layouts, creating Visualforce pages, modifying user profiles and sharing rules, setting validation rules and filters, creating workflows and writing Apex classes and triggers. Developed automated process using Informatica and MS SQL Server to load and update various carriers' applications and appointments data into AMS every morning. Translated and migrated iPipeline data in MS SQL Server to AMS using Informatica. Developed ETL processes using SSIS and Informatica to load summarized sales data from iPipeline to

CMS on a nightly basis prior to creation of AMS. Worked with Marketing team and Marketo developers to integrate Marketo into CMS for lead generation and marketing campaign tracking. Migrated data from Goldmine CRM to CMS. Converted several SharePoint and DBXtra business intelligence reports to Salesforce reports and dashboards. Created new business intelligence reports and dashboards in Salesforce for Compliance, Key Accounts, Sales, Marketing and Management. Migrated in-house Active Directory, MS SharePoint, MS SQL Server and Windows file share servers to Azure. Migrated email system to Office 365. Worked with VP of IT to develop processes and procedures to make WealthVest Marketing into a SOC 2 and HIIPA-compliant company.

SQL Developer   **April 2016 – September 2016**
Blue Shield of CA / MBI Solutions, LLC   **San Francisco, CA**

Developed several SQL stored procedures to transfer data from various source systems to Claims Book of Record on Netezza database. Used JIRA for project tracking. Used TortoiseSVN for code migration.

Director of IT, BI and App Development   **January 2013 – April 2016**
WealthVest Marketing, Inc.   **San Francisco, CA**

Managed Active Directory, MS SQL Server, MS Exchange Server, MS SharePoint, Goldmine CRM, ShoreTel Contact Center and SonicWall NetExtender VPN. Designed, developed, implemented and managed Deal Management system, Wholesaler Commission Schedule Generator application, Automated Marketing Programs Enrollment process and Commission Payment Processing systems using MS SQL Server backend and web application frontend. Wrote business intelligence reports to track sales activity and conducted complex analyses for Sales, Marketing, Finance and Executive teams using MS SQL Server database, MS SharePoint, DBXtra BI application and Excel software. Tracked ROI and conducted A/B testing on various e-mail marketing campaigns. Implemented and managed automated desktop backup, disaster recovery and business continuity standards and procedures. Implemented secure password policy. Performed various help desk activities including user administration and troubleshooting technical issues. Wrote batch scripts to extract data from third-party system and used SSIS to load data into MS SQL Server database daily. Documented help desk tasks and standard operating procedures. Managed one employee and one contractor.

VP, Data Analytics and Integrations   **April 2009 – August 2010**
Wells Fargo Bank, N.A. – Wholesale Group   **San Francisco, CA**

Provided in-depth data analyses on Wachovia treasury and online customers in preparation for integration with Wells Fargo systems. Identified data anomalies within Wachovia's systems that prevented successful integration. Worked with business analysts and systems engineers to resolve data issues. Collaborated with marketing consultants, product managers and business analysts from both banks to develop business requirement documents (BRD), functional system designs (FSD) and customer lists for marketing communications. Used Informatica to extract data from Wachovia systems and load to MS SQL Server database. Used MS Access for analyses.

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VP, Strategy and Information Management   November 2003 – April 2009
Wells Fargo Bank, N.A. – International Group   San Francisco, CA

Developed complex analyses for senior and executive management including the FXS Customer Profile and Propensity Model (CPPM) and The Trade Bank New Market Initiative. The FXS CPPM led to growth of FX revenue in California for small businesses from $800,000 in 2004 to $8 million in 2010 for the Foreign Exchange Services division. The Trade Bank New Market Initiative led to an integrated sales and marketing program that generated $6 million in new customer revenue within 9 months of release. Used various ETL applications to extract data from mainframes, databases and flat files and load to MS SQL Server databases. Used various business intelligence applications such as Hyperion Business Intelligence, MicroStrategy, Tableau and Crystal Reports to develop business intelligence reports, data analyses and business strategies for six International Group lines of business and their various Wells Fargo business partners. Provided in-depth, targeted prospect lists and cross-sell lists to various sales teams after conducting in-depth customer segmentation and behavior analyses. Tracked ROI and conducted A/B testing on various direct, online and e-mail marketing campaigns. Developed business intelligence reports for Compliance and Relationship Management teams to meet customer requirements for Sarbanes-Oxley. Designed, developed, implemented and managed three intranet sites: IG Site, IG Partner Portal and IG Diversity Site. Used HTML, CSS, ASP, ASP.NET, JavaScript and VBScript to create and maintain sites. Worked with other site administrators regarding International Group content on public WellsFargo.com site. Managed three direct reports.

Business Intelligence Help Desk Manager   June 1999 – October 2003
Hewlett-Packard Company   Mountain View, CA

Web Master for group intranet site. Used HTML, CSS, ASP, ASP.NET, JavaScript and VBScript to create and maintain site. Database administrator for Odyssey Data Warehouse and MS SQL Server databases. Managed daily Informatica and DTS ETL processes for database environments. Server administrator for Hyperion/Brio Reporting environment (On-Demand and Job Scheduler). Developed business intelligence reports in Hyperion 6/Brio 5 for managers, analysts, engineers and end-users. Maintained, updated and developed new standard operating procedures for Help Desk team. Debugged errors from various versions of Hyperion/Brio applications and Microsoft server applications. Managed and maintained several data, reporting and web servers including migration to new servers. Managed a business intelligence reporting help desk with three direct reports. Transitioned Help Desk team to offshore Indian subsidiary after HP/Compaq merger in 2002. Managed over 15+ offshore contractors.

TECHNOLOGY AND EXPERTISE

Analytics Expertise: A/B and Multivariate Testing, Business Process Modeling, Business Requirements Document, Cost Analysis, Customer and Market Segmentation, Customer Behavior, Customer Modeling, Customer Profiling, Data Flow Analysis, Data Mapping Analysis, Entity Relationship Diagram, Features Analysis, Marketing Campaign ROI (i.e. direct mail, e-mail, SEM, CPC, CPM and PPC), Market Penetration, Performance Analysis, Product Analysis, Regression Analysis, Systems Analysis, Use-Case Modeling, User Stories, Wireframe and Workflow Diagram

Applications: Adobe Suite, Apple-based apps, GitHub, Google Suite, Informatica, JIRA, MS Office, MuleSoft, Podio, Project, QuickBooks, ThinkAutomation, TortoiseSVN, Visio, Windows-based apps and Zendesk

Business Intelligence: BusinessObjects XI, Crystal Reports, DBXtra, Looker, MicroStrategy, Oracle BI Designer (aka Hyperion/Brio BI Designer), Power BI, QlikView and Tableau

Databases/Data Warehouses: MS SQL Server, MySQL, Netezza, Oracle, Redbrick, Snowflake and Teradata

Programming: Apex, ASP, ASP.NET, C++, CSS/CSS3, HTML/HTML5, Java, JavaScript, PHP, PL/SQL, Python, SOQL, SQL, T-SQL, VBScript, Visual Basic and XML

Systems Administration: 8x8 Phone System, Active Directory, Anti-Virus/Firewalls/VPNs, Apache/IIS, Atlassian, BI Schedulers and On-Demand Servers, Cisco Meraki, CRMs, Databases, FinancialForce, Jenkins, Marketo, MS Exchange, MS SharePoint, Office365, Salesforce and ShoreTel Contact Center

Soft Skills: Creativity, Critical Thinker, Customer Service, Entrepreneurial Thinking, Independent, Leadership, Problem Solving, Strategic Planning, Team Player and Works Well Under Pressure

EDUCATION

DeVry University	**Bachelor of Science in Computer Information Systems**	**Phoenix, AZ**
GPA: 3.78	Magna Cum Laude	June 2002