

# JOSHUA E. HOPE

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## **BUSINESS & REPORTING ANALYST**

### *Marketing / Hospitality / Healthcare*

Expert at using SQL along with reporting tools such as SQL Server Reporting Services (SSRS), Crystal Reports, Business Objects, Cognos, Excel, etc. to create operational and analytical reports from a diversity of data sources to display a variety data in a meaningful way, to include: marketing performance, sales performance, ad-hoc financial statistics, compensation, healthcare clinic performance analysis, personnel tracking, call center reporting (agent talk time, dropped/abandoned calls, etc.). Work directly with stakeholders through the report design process, including: gather requirements, report design and modifications, and user acceptance of final product. Able to write code in Visual Basic for Applications (VBA) to automate reporting and other tasks.

#### **Experience writing SQL for:**

- MS SQL Server (2000, 2005, 2008)
- Oracle
- Sybase
- Cache2000
- Salesforce.com (SoQL via API and ODBC)
- MS Access (direct and via ODBC)
- DB2
- Teradata
- Excel (using various ODBC type tools)

#### **Experience writing reports using:**

- MS SQL Server Reporting Services (SSRS)
- Crystal Reports
- Business Objects
- Cognos (versions 6-8)
- Excel (using MS Query and OLE for live refresh)
- Salesforce.com
- MS Access
- ASP/HTML pages

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## **PROFESSIONAL EXPERIENCE**

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### **SENIOR DATA RESEARCH REPORT ANALYST, 2011 – Present**

NEMOURS – Orlando, Florida

Develop reports using Crystal Reports for Epic Clarity and Lawson data residing in an Oracle database. Reports deployed and scheduled using a Business Objects XI InfoView interface. Reports included various clinical reports, measuring outcomes to support meaningful use, auditing data in the Clarity database, reporting transaction data from Clarity, etc. Wrote PL/SQL and then translated the SQL to Crystal Reports, when possible.

### **REPORTING ANALYST, 2010 – 2011**

COMPREHENSIVE HEALTH SERVICES – Cape Canaveral, Florida

Responsible for all reporting development for the Hybrid Health line of business. Designed and developed clinical and business reports in SSRS and Crystal Reports for data and templates in the SQL Server-based NextGen EHR and EPM system. Wrote T-SQL using select statements, stored procedures, views, and functions. Assisted in other development areas as needed.

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**SENIOR BUSINESS ANALYST, 2008 – 2010**

ORANGE LAKE RESORT &amp; COUNTRY CLUB – Orlando, Florida

Managed analytics and reporting for marketing operations, to include telemarketing, telesales, OPC, event, and in-house marketing. Partnered with executive leadership team to gather requirements for and design a variety of marketing, call center, and sales performance reports. Created analytical reports used to predict future tour flow and to drive the annual budgeting process. Developed package, tour, expense, and revenue budgets for marketing departments.

***Selected Contributions:***

- ✓ Developed reporting in collaboration with Intercontinental Hotel Group to track the results of a recent partnership, which helped lead to 115% growth in FY2009

**OPERATIONS MANAGER, 2007 – 2008**

HILTON GRAND VACATIONS CLUB – Orlando, Florida

Responsible for daily operations of the Direct Sales and Owner Marketing call centers, including daily, monthly, annual, and ad hoc reporting. Assisted in the creation and maintenance of compensation plans and ensured salespeople were remunerated according to compensation plans on file. Acted as a project manager in the implementation of Salesforce.com solutions for Direct Sales and Telemarketing departments. Managed the lead distribution team, assisting in the growth and development of that position.

***Selected Contributions:***

- ✓ Acting as a Project Manager, oversaw the rollout of Salesforce.com to the Telemarketing department, from initial design through user acceptance. Provided Telemarketing agents with more control over their leads and sales performance, provided management with better oversight.

**PROJECT MANAGER, 2006 – 2007****MARKETING RESEARCH ASSISTANT, 2005 – 2006**

WILSON LEARNING – Maitland, Florida

Researched the training and development marketplace to drive Global Marketing strategies. Designed and developed a number of Web-based applications for the corporate intranet. Applications were developed using ASP, Visual Basic scripting, MS Access databases, and JavaScript/CSS for Web 2.0-like interfaces. Implemented a variety of Web-based and marketing projects.

***Selected Contributions:***

- ✓ Project Manager of the Wilson Learning global Web-site design project, requiring constant communication with offices in Minneapolis, Tokyo, Beijing, and London, as well as local consultants

**MARKETING CONSULTANT, 2004 – 2007**

KENNEDY INFORMATION – Winter Park, Florida

Research and create analytical written reports analyzing the business activities of IT/HR consultants with a target client. These reports were used by clients to position their marketing strategy to win new

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*Professional Experience Continued*

customers. Necessitated extensive use of Internet search methods and tools. Required an understanding of written Spanish, French, and Italian. Remotely managed research staff based in Europe. Collaborated virtually with management and support team located throughout the United States.

**DATA ENTRY CLERK, 2003 – 2004**

GENEX SERVICES – Winter Park, Florida

Recorded medical bill data into a repricing database for workers' compensation and other insurance claims. Learned basics of claim forms, CPT procedure codes, and ICD9 diagnostic codes.

**PROJECT SPECIALIST, 1999 – 2003**

JC PENNEY – Salt Lake City, Utah

Designed and developed solutions using MS Access, MS Excel, DB2, Oracle, SQL, and Visual Basic, to increase the productivity of the credit card processing and invoice match departments in the JC Penney Accounting Center. Trained staff and management on the newly created solutions in addition to existing technology.

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**SKILLS & ACCOMPLISHMENTS**

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- ✓ 2009 American Resort Development Association Awards Finalist for Marketing Operational Support Person
- ✓ Trained by Wilson Learning in the Consultative Sales Process (CSP) and The Leader Manager (TLM)
- ✓ Familiar with reporting with/from the following applications: TimeShareWare, NextGen, DB2, Crystal Reports, Cognos, Business Objects, Salesforce.com, SQL Server, SSRS, Oracle, Nortel Symposium, Avaya CMS, Adaptive Planning System, Cast Iron, Scala
- ✓ Proficient in the MS Office platform, including Access, Excel, Word, PowerPoint, and Outlook (up to and including Office 2010). Able to write complex scripting macros for Office tools using Visual Basic for Applications (VBA)
- ✓ Expert-level knowledge in Visual Basic, JavaScript, and SQL. Familiar with a number of other programming/scripting languages, including: C++, RegExp, etc.
- ✓ Extensive experience with the following Web design technologies: ASP, CSS, HTML, XML, DreamWeaver

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**EDUCATION**

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**AS, BUSINESS ADMINISTRATION / AA, COMPUTER SCIENCE, 2011 – Present**

VALENCIA COLLEGE – Orlando, FL

Currently pursuing degrees in Business Administration and Computer Science as part of a transfer plan to the University of Central Florida. Current GPA is 4.0.

**COMPUTER SCIENCE, 2001 – 2003**

SALT LAKE COMMUNITY COLLEGE – Salt Lake City, UT

Completed a number of courses, including Visual Basic Programming and Object Oriented Programming.

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