

# Scott Goold

Honolulu, Hawai'i

## Brief Summary

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*Provide Solutions to Complex Challenges*

★ Helping employers and professional colleagues *Be the Best You Can Be.*

## Skills

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### Polling and Survey Research

- PhD work in advanced public opinion data collection for marketing, political and corporate needs
- Sampling/over-sampling expertise
- Response Rate Improvement
- Survey Questionnaire Design

### Analytics and eCommerce

- Advanced expertise in Tableau, PowerBI, Google and Adobe Analytics, Oracle, Shopify and Square packages
- SSRS Microsoft reporting expertise
- Database development
- Statistical analysis using SPSS, SAS and various packages

### SR Database Administrator

- SQL Server Administration: 2017, 2016, 2012, 2008R2
- PowerShell scripting experience
- Database maintenance, indexing, and fine-tuning
- Create SQL Server jobs and automated tasks
- Design T-SQL queries and oversee execution
- Establish Database Replication between servers
- Create Tables, Stored Procedures and Views
- Provide database backup and restore functions
- Oversee security and login privileges
- Troubleshoot query issues, reporting malfunctions and system-wide challenges using SQL SentryOne, Spotlight, Activity Monitor, PerfMon tools
- Microsoft Azur SQL Server Cloud Computing manager
- Experience with Microsoft Windows Server and IIS administration



SR Business Intelligence Specialist

- Develop Microsoft SSRS SQL Reports
- Design SPSS Advanced Statistics and Analytical Modeling
- Perform data mining and analysis
- Conduct Business Intelligence analysis, graphing, illustration and reporting with PowerBI
- OLAP: Tableau, Google and Adobe Analytics Proficiency

SR Data Warehouse Analyst

- Develop relational and multi-dimensional data model designs, including star, snowflake and cube schema.
- Expertise with SSAS functions to create fact and dimension tables, as well as cube structures.
- Experienced analyst guiding development of OLTP normalized databases; optimizing data for denormalized (or partially denormalized) OLAP designs.
- Agile Specialist and scrum leader guiding policy and reporting teams in the Data Warehouse and Data Marts design process.
- SSIS, ETL Techniques, including Extracting, Cleaning, Conforming and Package Development
- Migration design and implementation
- Provide Easy-Assess Data to Stakeholders

## Recent Certifications

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### **COVID-19 Contact Tracing**

Certification May 13, 2020 – Certificate/4CQST3N55JV2

### **Administering a SQL Database Infrastructure**

Certification Jan 2017 – Present License 20764

### **Microsoft SQL Server 2016 Essential Training**

Certification Dec 2016 – Present License 6ED412

### **Mastering Data for Analytics**

Certification Oct 2016 – Present License 60EC95

### **Microsoft Business Intelligence Stack Fundamentals**

Certification Sep 2016 – Present License 7BD785

### **Bootstrap 3 Essential Training**

Certification Aug 2016 – Present License 518796

### **Creating Responsive Website Designs**

Certification Dec 2015 – Present License UC-632TSFB8

### **JavaScript, AJAX, PHP, MySQL for Dynamic Forms**

Certification Aug 2015 – Present License UC-84SLYHNG



## **Introduction to Transact-SQL**

Certification Nov 2016 – Present License 553149

## **Community Addictions Recovery Specialist (CARS)**

University of New Mexico, Health Sciences Center, Project ECHO: June 2011.

Completed Suboxone training: July 2012.

## **Mediation and Counseling Professional. Interest-Based Problem Solving Certification**

U.S. Federal Government: May 2007.

## **Employment History**

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### **SQL Server DBA, Hawaiian Electric, Aug 2018 — March 2019**

Contractor position short-term to end of 2018. Extended to March 2019. Hired to migrate SQL Server 2008/2008R2 systems to SQL Server 2016 or appropriate version. Respond to HelpDesk ticketing system. Monitor DB performance using SentryOne and Spotlight. Perform restore/refresh DBs from production to development environments. Create login, user accounts and manage permissions. Oversee database security issues. Update server and SQL Server software including security patches. Query optimization and database tuning specialty. Work with developers on SSIS and ETL packages. Evaluate and collaborate on redundant and mirrored fault-tolerant systems for SQL Server operations in RAID platforms.

### **Business Intelligence Project Manager, InfoImagination: 2013 — present**

Project manager and Database Administrator (DBA) for Microsoft Azure cloud computing eCommerce projects. Manage multiple servers and dozens of databases. Evaluate and create efficient database replication designs, such as push v. pull publication options; select and modify replication articles; and trouble-shoot replication failures. Author scripts and queries for automated processes to be used as stand-alone objects or included in Stored Procedures. Establish trigger methodologies for scripts/queries/Stored Procedures to automate data flow and data manipulation. Design SQL Server Agent jobs to perform automated tasks: such as DB backup; cleanup and removal of outdated files, old backups, and miscellaneous system information; data transfer and updates; various ETL functions.

Developing SQL databases for healthcare, legal and online eCommerce clients for research and reporting services. Advised clients on strategic marketing campaigns, brand development, product or business positioning. Design company websites, press kits, print and magazine advertisements, including photography, videography and graphic design. Direct PR events, public speaking opportunities, sponsorships, promotional efforts, and social media activity.

- Micro- and macro-economic analysis increased profits for numerous small businesses.
- Development of SSRS and Tableau analysis systems allowed company executives to provide accurate and user-friendly data solutions and reports to stakeholders.
- Analysis of company's ERP software led to the immediate migration to an updated system, which saved the company hundreds of thousands of dollars in wasted "bridge to nowhere" efforts.
- Market research analysis led to expanded operations into new markets and greater product awareness.
- Analysis of internal operations uncovered more efficient, effective processes that reduced cost.



- Provided guidance on database development, data engineering and data mining.
- Developed online applications that save money and increase efficiency.

### **Advanced Economist, Workers' Compensation Administration: 2006 – 2013**

*Mission Critical* responsibilities managing insurance company reporting; providing annual financial analysis of medical and provider performance. DBA duties developing database-driven agency websites and PHP/MySQL apps. Managed public information campaigns and maintained Medical Fee Schedules for New Mexico workers' compensation. Primary accomplishment: made government more efficient and SAVED taxpayers money.

- SQL/SPSS analysis led the State of New Mexico to change policy in 2010 regarding Farm & Ranch workers. These employees were not protected previously. Changed history for hard working families and improved conditions in New Mexico.
- SQL/SPSS analysis of claims data examining Billed Charges v. Actual Paid Amounts for Medical Cost Containment bureau uncovered numerous anomalies in billing and procedure charges. Identified outliers in costs, possible fraudulent activity, and suspect medical behavior. This information led Compliance and Investigation departments to review hundreds of provider services.
- SQL/SPSS eight-state regional analysis of compensation charges and procedure uncovered statutory violations in the Agency's formulaic methodology for computing the annual Medical Fee Schedule. Provided a "politically acceptable" solution to repair and fix this inaccurate process.
- Internal analysis of the Agency's regulatory and reporting system discovered systemic inefficiencies that cost insurers and taxpayers hundreds of thousands of dollars. The Agency implemented my recommended policy changes.

## **Education**

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PhD Political Science/Research – University of New Mexico (ABD): 3.8GPA

M.A. Financial Administration – Idaho State University: 3.8GPA

B.S. Economics – Idaho State University: 3.5GPA, Academic Athlete All-American Honors

## **Recent Customer Feedback**

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Thank you Scott for your very kind words. I am still very new to supervising, I started managing this team in May 2017. I just treat everyone as I like to be managed.

But...YOU have been a great asset to our team and it is your personality and humble nature that makes all of us so comfortable working together. We have had contractors on the DBA team before, but never with the synergy and positive energy that you bring with you. I believe you have had the greatest influence in our success and glad that we selected the right contractor. You have definitely made your mark here at HECO and have set the bar very high for future contractors!

Thank you for being you...keep doing what you do...keep that good karma flowing!

Lori Yafuso  
Project Manager



Hawaiian Electric

Thank you for the quick turnaround on this request. A+ for execution and customer friendly style! Just wanted you to know a lot of folks, including myself, think very highly of you and the quality work that you do.

Greg Sasaki  
Database Analyst  
Hawaiian Electric

**Subject: FW: KUDOS to Scott Goold**

Scott,  
Thank you so much for a job well done. Just want you to know that our IT customers appreciate you and the work that you are doing! Please continue doing what you do!

Mucho Mahalos!!

Lori

Hi Lori,  
I just wanted to drop a note to say how much I appreciated Scott's help with a current project we're in the middle of (ProjectWise). He was only supposed to be Greg's backup but since Greg was out for the day I asked him a simple question to which he took time and care in giving me a complete picture of not only answering my question, but also performing the work that I was going to wait until when Greg got back to perform. He then took it even further when Greg got back as he helped us during the days of the preparation and took ownership on the issues we were facing and provided expert knowledge in overcoming the issues.

I really enjoyed working with Scott as he was courteous, professional, knowledgeable, and helpful all throughout the engagement. I am impressed that you have such an outstanding individual as a part of your team.

Thanks,  
LANCE ICHISHITA  
IT Program Manager  
Hawaiian Electric

**Subject: FW: ITSM - Survey Results for RITM0069XXX**

From: Yafuso, Lori  
Sent: Thursday, November 15, 2018 11:07 AM  
To: Goold, Scott

FYI – Great job!!

Lori

From: ITS Service Desk  
Sent: Thursday, November 15, 2018 10:23 AM



To: Yafuso, Lori  
Subject: ITSM - Survey Results for RITM0069XXX

## ITSM System Notification

Survey results for Requested Item: RITM0069XXX  
Short description: Database Maintenance: eGIS  
Assigned to: Scott Goold

Survey completed by: Sean Nakasone

### Summary of Survey Responses:

Q1. Meet your needs?  
Rated: 5. Very Good

Q2. Treat with courtesy and professionalism?  
Rated: 5. Very Good

Q3. Received timely communication from us?  
Rated: 5. Very Good

Q4. Overall Rating  
Rated: 5. Very Good

Q5. Comments (optional) - If you would like to mention particular individuals who the above rating is based on, please include their names in the comments.

Rated: Scott Goold was fast and professional.

### List of Tasks for Request Item

Task Description: Task for Developer: Database - Maintenance (eGIS)  
Owner: Chuck Atoa

Task Description: Task for DBA: Database - Maintenance (eGIS)  
Owner: Scott Goold

