

Braden Bryan Bradford

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PROFILE

A senior business analyst with nearly a decade of specializing in creative, data-driven problem-solving by the implementation of business process solutions and technologies that maximize ROI and drive operational excellence for C-level executives and global HR/TA teams. Extensive experience utilizing business intelligence software and HR systems to synthesize complex people and financial data into actionable dashboards, reports, and presentations with analytical insights that simplify and improve decision-making. An expert at designing and automating workflows, identifying and eradicating inefficiencies, and improving profitability. A results-oriented servant leader highly effective at design thinking, training diverse teams, and making an impact on day one.

CAREER

SENIOR BUSINESS ANALYST

D/B/A "PENN QUARTER ASSOCIATES"

2012 - PRESENT

WASHINGTON, DC // NEW YORK, NY // REMOTE

CURRENT CLIENTS:

SENIOR BUSINESS ANALYST @ TETRAHEDRON (formerly EIKOS)

2017 - PRESENT

- Gathering intelligence and requirements from the CEO and Chief Scientist to achieve project goals and drive growth; regularly evaluating, testing, and recommending new business tools and opportunities
- Assess all business operations data to prepare analytical reports for DoD-related production deliverables
- Implement award management plans to fulfill federal government contracts/bids (using SAM, SBIR, FAR)

BUSINESS ANALYST @ EIKOS

2012 - 2016

RECENT CLIENTS:

SENIOR ANALYST (TALENT ACQUISITION) @ MAXIMUS (NYSE: MMS)

2019 - 2020

- Partnered with talent acquisition leaders to define and document requirements for weekly/monthly analytics dashboards; built 25+ custom, auto-updating, and self-operating KPIs/metrics reports
- Coded end-to-end script to capture open positions by team, send request for status updates by recruiter, with daily reminders to complete, and once complete, auto-shared insights with recruitment managers
- Created semi-automated onboarding processes with checklists for hiring managers and employees
- Identified and remedied thousands of contingent workforce payroll discrepancies between HRIS systems
- Created dozens of step-by-step guides and video tutorials for recruiter processes and workflows
- Acquired \$180,000 worth of in-kind job postings from LinkedIn for 800+ contract-tracer positions
- Deployed, collected, and analyzed employee surveys for candidates, new hires, and hiring managers
- Produced FY20 roadmap from to transition from descriptive to predictive recruiting analytics
- Developed a scoring system for recruiter messaging, standardized templates, and increased response rates

BUSINESS ANALYST (OPERATIONS) @ KAIROS AEROSPACE

2018 - 2018

- Engaged C-suite to gather technical specifications and requirements necessary to define program workflow rules for Silicon Valley-based aerospace startup seeking to map large methane leaks by plane
- Developed templates for payroll and business development operations to auto-capture and fill data
- Compiled and distributed reports on wages, flights, collections data, industry updates, and projects

DATA ANALYST (HUMAN RESOURCES) @ UNIQLO USA

2017 - 2017

- Automated HR and payroll data collection, visualization, and distribution to HR business partners, saving over 1,000 manual working hours for 4,000+ employee US subsidiary of the world's 3rd largest fashion brand
- Met with department heads to define relevant HR/payroll insights preferences for custom dashboards
- Formalized criteria for redundancy selection, calculated employee and store evaluation scores, and proposed mass termination plans, complete with step-by-step guide and checklists for managers
- Generated Workday functionality user guides and led hiring manager and employee training efforts

DIRECTOR (BUSINESS STRATEGY) @ NCREASE

2016 - 2017

- Converted 70% of unpaid beta testers to paid clients for artificial intelligence marketing software
- Designed and executed A/B and user-experience testing procedures to extract and analyze test data
- Collected technical client and partnership requirements and translated to product specifications
- Short-listed for Twitter AI startup competition, eventually becoming trusted Twitter Partner

BUSINESS ANALYST (PAYROLL) @ MONARCH ALTERNATIVE CAPITAL

2016 - 2016

- Audited and reconciled \$7 billion hedge fund's payroll data, identifying dozens of compliance irregularities
- Prepared reports and executive summaries for General Counsel, investment analysts, and SEC filings

BUSINESS ANALYST (PAYROLL) @ US EMBASSY IN LIBERIA

2016 - 2016

- Examined payroll data to detect non-compliance and fraud for counterterrorism efforts in West Africa
- Prepared actionable presentation for US Ambassador; included new SOPs to mitigate risk and abuse

MANAGER (FINANCE & OPERATIONS) @ SURFACE MEDIA

2015-2016

- Supervised staff of 30 to produce 19-issue print/digital 180-page magazines (*Surface & Watch Journal*)
- Automated web subscription process from point-of-purchase to the final ledger, decreasing costs 13%
- Designed an innovative collections system for A/R that retrieved nearly 15% of all revenue, over \$700K
- Seasonally interviewed, hired, and trained 15+ interns; raised renewals 30% and doubled distribution

MANAGER (OPERATIONS) @ SPRINGBOARD ENTERPRISES

2014 - 2015

- Led day-to-day operations and financial management of 12-person VC nonprofit supporting women entrepreneurs; created and oversaw a \$3 million budget, resulting in the highest cash balance to date
- Recruited, hired, onboarded, trained, and terminated all employees; managed payroll and benefits

OTHER CLIENTS INCLUDED: CONSUMER TECHNOLOGY ASSOCIATION (CTA), BILLION STRONG FOUNDATION**TECHNICAL EXPERTISE****BUSINESS INTELLIGENCE:** POWER BI, TABLEAU, EXCEL WITH POWER QUERY / PIVOT, MACROS**HCM/HRIS/ATS/ERP:** WORKDAY, ICIMS, ADP (ETIME, REPORTING, RUN), PAYFORCE, PEOPLESOFT, NAMELY, JUSTWORKS, ZENEFITS, BROADBEAN, SMASHFLY, COGNOS, FIELDGLASS**TESTING/AUTOMATION/RPA:** AUTOMATION ANYWHERE, SELENIUM IDE, MS FLOW**FINANCIAL:** QUICKBOOKS, PAYPAL, STRIPE, CONCUR, MINT, ALBERT, COINBASE, ACORNS, G-SHEETS**COMMUNICATION:** SKYPE, SLACK, MS TEAMS, SALESFORCE, MAILCHIMP, CONSTANT CONTACT, ZOOM, WEBEX**PROJECT MANAGEMENT:** BASECAMP, TRELLO, JIRA, FRESH SERVICE, ZENDESK, CONFLUENCE, ASANA**WEBSITE/STORAGE:** O365 WITH SHAREPOINT, WORDPRESS, SQUARESPACE, WIX, G-DRIVE, DROPBOX**CODING:** HTML, CSS, WIKI (advanced), VBA, JAVASCRIPT, DAX, M, SQL (novice), PYTHON, R (beginner)**CERTIFICATIONS****MICROSOFT:** DAT207X: ANALYZING & VISUALIZING IN POWER BI, DAT206X: ANALYZING & VISUALIZING WITH EXCEL, DAT205X: DATA ANALYSIS USING EXCEL, DAT101X: DATA SCIENCE**SKILLSOFT:** AUTOMATED TESTING WITH SELENIUM**LINKEDIN:** HUMAN RESOURCES: USING METRICS TO DRIVE HR STRATEGY**EDUCATION**

GRAND CANYON UNIVERSITY

SUMMA CUM LAUDE (4.0 GPA)

MASTER OF BUSINESS ADMINISTRATION**2020**

FLORIDA SOUTHERN COLLEGE

CUM LAUDE (3.7 GPA)

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION**2010****STUDIED ABROAD IN:**

CHINA, EGYPT, ESTONIA, GREECE, FINLAND, SWEDEN, NORWAY, DENMARK, GERMANY, ENGLAND, FRANCE, ITALY, & SPAIN

BROWN UNIVERSITY (PRE-COLLEGE)**2007**