

Taylor Cox

Software Engineer
Integration Solution Architect



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Education

University of Tennessee

Bachelor of Science
Service Management

Major: Retail & Consumer Science
Minor: Business Administration

Honors & Awards

Alteryx Community Top Contributor

Recognized as an Alteryx Community top contributor at Alteryx's annual Inspire conference

Alteryx Inspire Icon of Analytics

Received the Icon of Analytics accolade at Alteryx's annual Inspire conference.

Introduction

Hi! I'm Taylor Cox, a highly dedicated developer, leader, and innovator with a passion for software development & solution engineering. I bring 12 years of experience from industries that vary from Retail & eCommerce to Health Care & Insurtech services. I'm always looking for new challenges, and enjoy building highly scalable web applications, developing API integrations, and architecting dependable solutions for your CRM and cloud platform technologies.

i See page 2 for relevant experience

Skills & Proficiencies

Software & Tooling

- Salesforce
 - Apex
 - API Integration
 - Flow Development
 - Custom Lightning Components
 - MuleSoft
 - Heroku
- Microsoft Power Platform
 - Dynamics 365 & Dataverses
 - Power Apps & Power BI
- AWS
 - S3, EC2, Lambda, SES, SQS, IAM, DynamoDB, etc.
- Tableau
- Alteryx
- Jira, Confluence & Bitbucket (Atlassian Product Suite)
- Git, GitHub, GitHub Actions, CI Pipelines

Web Development & Programming

- HTML, CSS, JavaScript & related libraries, compilers
 - Node.js, NPM, Webpack, Vite
 - Vue, React, Angular
- PHP & related frameworks/libraries
 - Laravel, WordPress, Joomla, etc.
- R, Python & related analytical / modeling languages
- Relational Databases
 - SQL Server, Teradata, PL/SQL, Oracle, Postgres, MySQL, Microsoft Azure, AWS Aurora
- Document Databases
 - MongoDB, DynamoDB, Couchbase, etc.
- Apex / Java
 - Extensive knowledge of the Salesforce platform, which uses Apex, a "flavor" of the Java language

Experience

ENROLLMENT FIRST, INC.

Director of Business Intelligence

Knoxville, Tennessee

December 2018 - present

- Execute full migration from predominantly on-premise to a 100% cloud-based technology ecosystem
 - On-premise MS Exchange server to Office 365
 - On-premise data center to Office 365
 - “Home-brewed”, self-hosted, intranet/web applications to Salesforce CRM
- Provide administration for all enterprise technology systems by managing vendor relations and internal analysts & developers
- Implement and deploy Salesforce as the core CRM and CMS used by all employees within the company
- Implement and integrate Salesforce Marketing Cloud with the company’s enterprise Salesforce instance
- API development and management for both 1st and 3rd party integrations
- Solution architecture & integration for API consumption from vendors
- Utilize Alteryx to migrate data warehouses from legacy source systems to Salesforce
- Establish information and data governance policies with a focus on enhancing security and overall quality of production data
- Cloud platform management (Salesforce, SFMC, AWS, Google, Office365, Heroku, Azure)
- Govern & maintain company networking, DNS & domain management
- Reporting and analytics development, digital engagement and marketing analysis
- Provision and manage inventory for company hardware

BLUE CROSS BLUE SHIELD OF NORTH CAROLINA

4 years, 9 months

Durham, North Carolina

Cloud Platform Engineer

October 2018 - December 2018

- Manage, support and evaluate the software and technology assets used within the *Data and Analytics* division.
- Alteryx (data blending, ETL, self-service analytics, reporting)
- Tableau (data visualization, dashboards)
- Jira & Confluence (project management & documentation)
- Amazon Web Services
- SaaS solutions
- Code repositories

Senior Developer & Alteryx Server Administrator

May 2017 - October 2018

- Guided the organization through the adoption, implementation and scaling of Alteryx at the enterprise level.
- Lead the ongoing architecture and design component of a large Touchpoint History rebuilding project that will leverage digital asset behavior, such as campaign and web activity data, and enable a better customer experience via smarter technology platforms.
- Managed the Alteryx Server and Gallery components while providing support to over 300 analysts, developers and business users.
- Pioneered the concept of using web apps as business intelligence tools through APIs, MongoDB, and lightweight serverless JavaScript deployments
- Architected internally facing API services to facilitate the movement of data from an enterprise data warehouse to several digital assets, including company websites and mobile applications.

Developer/Analyst

June 2015 - May 2017

- Developed various custom web applications for marketing analysis and data consumption using PHP, MySQL, HTML, CSS and multiple JavaScript libraries.
- Provided web team with large scale testing of their API services
- Designed and maintained a Tableau dashboard suite for the marketing division containing analysis on product evaluation, web technology performance, membership forecasting, and financial trends.
- Extensively leveraged Alteryx to automate feeds for the back ends of Tableau dashboards, as well as for every day Ad Hoc efforts.
- Lead the installation of Alteryx software for the enterprise, both designer and server, on a dedicated windows server for the purpose of our team being the forerunners on evaluating Alteryx as viable alternative to other data processing tools for the company.
- Demonstrated new Tableau development to teams which have requested the analysis, including Director, VP and Executive level leads.

Financial Analyst

March 2014 – June 2015

- Processed customer sales data and prepare monthly sales reports for internal management.
- Determined internal incentive compensations for company sales representatives based on customer sales data.
- Prepared, audit, and automate incentive models used for summarizing representative's payments on a year-to-date basis.
- Created database structures used to house sales data and incentive criteria for the purpose of automating monthly payment amounts for internal sales representatives.
- Reviewed, edit and distribute annual sales incentive plans to company sales representatives.
- Implemented elaborate workflow automation methods, where possible, for the Sales Incentives team, via SQL, VBA, web interfaces and other various techniques.
- Developed intranet websites for team to efficiently load and view reports, calendars, and standard operating procedures.
- Coded and built intranet website that enables the Sales Incentives team to easily log, view, and manage an incentive dispute tracking log via a web browser using a bidirectional data feed from an Access database.
- Utilized SAS, predominantly as an ETL tool, for Ad Hoc reporting and overall operating efficiency improvements with regards to handling large or complex datasets.

JEWELRY TELEVISION (JTV)

Knoxville, Tennessee

1 year, 10 months

Merchandising Analyst

October 2012 – March 2014

- Develop advanced reporting tools and applications for evaluating and tracking product performance.
- Prepare performance presentations and reporting for senior management.
- Manage weekly and monthly spending allocations for merchants.
- Perform inventory health analysis and develop exit strategies for obsolete inventory.
- Establish the merchandising financial plans and perform in-season maintenance as necessary.

Merchandising Intern

June 2012 – October 2012

- Analyzed line of business performance.
- Provided reporting, data, and inventory support to purchasing and management teams.