SPENCER REGO

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WORK EXPERIENCE

DIGITAL BUSINESS ANALYST — Travis Credit Union - Vacaville, CA - 06/2020 - Present

- Led end-to-end development of the executive KPI dashboard for Travis Credit Union's Deposit Account Opening platform, from requirements gathering through implementation; engineered an ETL pipeline using SQL and created Tableau visualizations to track north star metrics, enabling data-driven decision-making for product and executive teams.
- Developed Amazon QuickSight and Tableau dashboards to monitor digital banking trends, prioritize high-impact initiatives, and provide critical insights to executive stakeholders.
- Administered Salesforce platform for internal support tracking, developing custom reports and dashboards that improved ticket resolution time by 35% and provided real-time visibility into key support metrics.
- Led strategic analysis that resulted in the resolution of a critical system bug within the digital banking platform, generating an additional $2+ million in monthly revenue.
- Spearheaded cross-functional UAT for Deposit Account Opening product, creating 50+ user stories in Jira and executing 200+ test scenarios while collaborating with stakeholders to gather requirements and complete traceability matrix; halved timeline to 9 months through effective coordination and communication
- Served as Android Subject Matter Expert, developing UAT scripts for end-to-end regression testing while ensuring comprehensive test coverage and quality assurance across the mobile banking application.
- Designed and implemented comprehensive customer-facing and employee-facing documentation and procedures, reducing operational inefficiencies and decreasing support calls by over 40%.

TECHNICAL OPERATIONS SPECIALIST — Znap Fly Drone Services - Vacaville, CA - 06/2019 - 08/2020

- Implemented Google Analytics cross-domain tracking, event tracking, and custom dimensions to accurately measure user behavior which provided actionable insights on changes that would eventually result in a 15% increase in website conversion rate and a 20% decrease in bounce rate.
- Designed specifications, created mockups, and revamped the company website including implementing online scheduling software and client project area, which led to 10x increase in site traffic and 150+ more clients than the previous year.
- Onboarded new project management software, including custom Python automations which helped ensure project deliverables were fulfilled at each stage of every project, as well as saving our admin 100+ hours each month.
- Piloted unmanned aircraft systems (UAS) while strictly adhering to FAA Part 107 regulations, maintaining detailed flight logs and safety documentation for compliance with federal aviation standards

EDUCATION

University of California, Davis   **June 2019**
Bachelor's of Science, Biotechnology   *Davis, CA*

Relevant Coursework: Data Structures, Applied Statistics, Intro to Programming, Public Speaking

CERTIFICATIONS, SKILLS, & INTERESTS

- **Certifications:** MySQL for Data Analysis, SQL for Data Science
- **Skills:** Excel, SQL (Postgres, MongoDB, MySQL), Tableau, Tableau Prep, Python (Pandas, Numpy, Matplotlib, Selenium), Amazon QuickSight, R, HTML, CSS, JavaScript, Next.js, LLMs (Claude, ChatGPT)
- **Interests:** Golf, Slowpitch Softball, Photography, Trivia