Daniel R Woodward

Software Development Leader

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Profile

Proven and results-driven product leader and business analyst specializing in technology, strategy, and data analytics. Extensive experience leading Agile development teams, implementing process improvement, managing DevOps, and designing system architecture. Successfully delivered large data projects combining various sources such as SQL, PostgreSQL, MySQL, Google Big Query, Google Analytics, Firebase, and more. Led teams developing both web and native applications in various frameworks and languages. Comfortable working in all 3 major clouds: AWS, Azure, and Google Cloud Platform. Adept at building visualizations and alerting using Power BI, Power Automate, and Tableau.

Education

Project Management Certificate, *New York University, Tandon School of Engineering* ⎘

New York, NY, USA

BA - Business Administration,
University of North Texas

2008 | Denton, TX

Professional Experience

Senior Manager, Product Area Support / Principal Business Developer, *Fidelity*

05/2022 – present | Westlake, TX, USA

- Implemented automated testing leveraging Jenkins Core running on AWS and Jira Xray.
- Scoped multiple business automations for Fidelity Institutional.
- Modernized Business Processes using tools such as Camunda and custom Javascript.
- Contributed to agile teams in various roles and responsibilities.

Business Analyst,
Trinity Real Estate Solutions, Inc. ⎘

08/2019 – 05/2022 | Dallas, TX

- Migrated from AWS to Azure to take advantage of .NET and .NET Core tooling.
- Transitioned organization to Power BI to leverage data for better decision making and process improvement.
- Projects include a mobile app leveraging Flutter, new CI/CD pipelines with automated testing and code quality scanning and multiple .NET Core web apps.
- Successfully passed multiple SOC 2 audits for on-premise and cloud infrastructure.

Product Solutions Manager / Project Manager, *Life.Church* ⎘

10/2014 – 08/2019 | Edmond, OK

- Managed the planning and execution of software development projects.
- Negotiated contracts with SaaS, PaaS and infrastructure providers yielding significant reductions in operating costs.
- Gathered estimates for tasks and features, scheduled deliverables, and tracked work against committed timelines to ensure project deliverables met requirements and were clearly understood by the developers.
- Built ETL workflow combining multiple data sources into various Tableau dashboards, scoreboards and reports.
- Directed support team for public-facing applications.

Skills

Product Strategy

System Architecture

Marketing Strategy

DevOps

Data Analytics

HTML / CSS / JS

Director of Marketing,
Daystar Television Network

06/2011 – 10/2014 | Bedford, TX

- Managed all marketing operations and public facing technology applications.
- Launched online store, live streaming, mobile apps on multiple platforms all while reducing costs.
- Responsibilities also included brand development, web site traffic growth, web site UI and ecommerce / online giving development, print advertising, vendor selection and contract implementation.

Digital Marketing Manager, *SAGU*

05/2009 – 06/2011 | Waxahachie, TX

- Managed online marketing including Google Adwords and Facebook Ads.
- Implemented Streaming System using Wowza Server.
- Migrated Website to newer CMS.

Marketing Coordinator, *TRS-RenTelco*

07/2004 – 05/2009 | DFW Airport, TX

- Responsible for print and promo procurement, budget reconciliation, trade show scheduling and follow up as well as email marketing.
- Gained experience in several areas including Google Adwords and web based marketing strategies.