

DANIEL WOODWARD

SUMMARY

Results-oriented Product Leader and Business Analyst specializing in technology, strategy, and data analytics. Led Agile development teams and managed DevOps while designing system architecture. Delivered large-scale data projects integrating SQL, PostgreSQL, MySQL, Google Big Query, and Firebase. Developed web and native applications across multiple frameworks and languages, leveraging AWS, Azure, and Google Cloud Platform.

EXPERIENCE

Squad Leader, 05/2022 - Current **Fidelity - Westlake, USA**

- Led team to build new product, replacing several legacy applications while migrating to the cloud.
- Implemented automated testing leveraging Jenkins Core running on AWS, in Pipeline, and reporting to Jira Xray.
- Scoped business automations for Fidelity Institutional, improving operational workflows.
- Modernized business processes with Camunda and custom Javascript, enhancing system functionality.
- Collaborated in agile team meetings to align on project tasks and ensure timely delivery.

Business Analyst, 08/2019 - 05/2022

Trinity Real Estate Solutions, Inc. - Dallas, USA

- Transitioned organization to Power BI, enabling data-driven decision making and streamlining process improvements.
- Migrated infrastructure from AWS to Azure, enhancing development capabilities with .NET and .NET Core tooling.
- Projects include a mobile app leveraging Flutter, new CI/CD pipelines with automated testing and code quality scanning and multiple .NET Core web apps.
- Led successful completion of multiple SOC 2 audits for on-premise and cloud infrastructure, ensuring compliance and security.

Product Solutions Manager / Project Manager, 10/2014 - 08/2019

Life.Church - Edmond, USA

- Managed planning and execution of software development projects to deliver solutions aligned with stakeholder needs.



CONTACT

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SKILLS

- Project management
 - Agile methodology
 - Technical leadership
 - Marketing strategy
 - Product development
 - Business automation
 - Data analysis
 - Continuous integration
 - Web development
 - Cloud computing solutions
 - Coaching and mentoring
 - Effective communication
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WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/danielrwoodward](https://www.linkedin.com/in/danielrwoodward)

- Gathered estimates for tasks and features, scheduled deliverables, and tracked work against committed timelines, ensuring clarity of project requirements for developers.
- Negotiated contracts with SaaS, PaaS and infrastructure providers yielding significant reductions in operating costs.
- Built ETL workflow combining multiple data sources into various Tableau dashboards, scoreboards and reports.
- Led support team in addressing user inquiries for public-facing applications, enhancing user satisfaction and engagement.

Director of Marketing, 06/2011 - 10/2014

Daystar Television Network - Bedford, USA

- Launched online store, live streaming, and mobile apps on multiple platforms to expand digital presence.
- Formulated brand strategy that contributed to increased website traffic.
- Managed marketing operations and public-facing technology applications to enhance user engagement.

Digital Marketing Manager, 05/2009 - 06/2011

SAGU - Waxahachie, USA

- Managed online marketing campaigns, including Google Adwords and Facebook Ads, to enhance brand visibility.
- Migrated website content to a newer content management system, streamlining user experience and accessibility.
- Implemented Streaming System using Wowza Server.

Marketing Coordinator, 07/2004 - 05/2009

TRS-RenTelco - DFW Airport, USA

- Coordinated marketing campaigns across digital platforms and traditional media.
 - Managed social media accounts to enhance brand visibility and engagement.
 - Coordinated print and promo procurement, reconciled budgets, scheduled trade shows, and executed email marketing campaigns.
 - Developed content for newsletters, blogs, and promotional materials.
 - Developed skills in Google Adwords and web-based marketing strategies to enhance digital outreach.
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EDUCATION

BA, Business Administration, 01/2008

University of North Texas - Denton, TX

Project Management Certificate

New York University, Tandon School of Engineering - New York, NY, USA

Bachelor of Science, Computer Information Systems

Colorado State University - Fort Collins, CO

- 4.0 GPA
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PERSONAL INFORMATION

Title: Software Development Leader