HEATHER WIGELL

Manager, Data & Analytics

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Skills

Agile · AWS Redshift · Confluence · ETL · GCP · Google Analytics · Google BigQuery · JIRA · Miro · Order Entry · Python · Slack · SQL · Tableau

Key Achievements

Data Governance Lead
Implemented data governance, centralized six platforms' documentation.

Hybrid Development Process
Increased development velocity for analytics use cases by 30% through training data owners.

Tableau Server Migration
Reduced dashboard load times by 11% by migrating to cloud.

Experience

Girls Who Code
Remote
Manager, Data & Analytics
2022 - 04/2025

- Managed three analytics projects from pipeline design through to final dashboard delivery and stakeholder adoption
- Improved analytics use case delivery timelines, created a training process that scaled use case development by training data owners
- Directed data strategy and governance for a national nonprofit, launching a Data Governance Council and centralizing data documentation
- BI Platform Migration - Migrated Tableau Server to Tableau Cloud, improving dashboard load times by 11%
- Created cross-functional reporting for engagement, program participation, and performance
- Designed GDPR-aligned data transparency templates for stakeholder understanding across six platforms
- Developed and led analytics onboarding and support for staff and executives

Birch Group Marketing and Data LLC
Remote
Data Engineer, Data Analyst
2016 - 2022

- Built and maintained embedded Tableau dashboards for digital marketing clients
- Developed scalable reporting templates tailored to campaign and agency needs
- Collaborated with stakeholders to define KPIs and streamline reporting workflows
- Wrote SQL queries and partnered with ETL engineers on data pipeline optimization

Smart Cloud Forge
Remote
Tableau Developer
2018 - 2019

- Created over 1,000 Tableau dashboards, including machine learning model visualizations and predictive reporting for CPG clients
- Led a remote team of 7 developers, managed sprints, QA, and client deliverables
- Order Entry Forecasting - Created dashboards that optimized fulfillment for CPG products

Education

University of Chicago
Chicago, Illinois
Graduate Coursework
2011 - 2012

- Social Science & Quantitative Methods, Social Sciences
- Mini-MBA, Booth School of Business

University of Illinois Urbana-Champaign
Urbana, Illinois
BA, Russian & Eastern European Studies
2006 - 2009