

Aaron Rodriguez

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SUMMARY

Senior Data Engineer with 10+ years building cloud-native pipelines from ingestion to executive-ready output across Azure and Databricks. Deep experience in medallion architecture, dimensional modeling, and BI delivery across media, adtech, healthcare, real estate, and defense. U.S. citizen; previously held Secret clearance.

EXPERIENCE

BI Engineer III | National CineMedia (NCM)

May 2022 - May 2026

- Proactively identified duplicate records causing Power BI refresh failures via daily monitoring and pipeline deduplication logic that prevented recurrence for executive, sales, and finance stakeholders.
- Resolved a critical production outage in under a day after a vendor deleted upstream tables, reconstructed SQL logic, validated data integrity end-to-end, and prevented a full reporting blackout across the organization.
- Developed and maintained a metadata-driven Databricks framework, utilizing dynamic SQL to create dimension and fact tables from Azure SQL DB for scalable, configuration-driven data lake pipeline processing.
- Managed DSP/SSP vendor data quality across Fivetran integrations with The Trade Desk, Xandr, OpenX, and PubMatic triaging CSV anomalies and restoring clean feeds within 1.5 days of escalation.
- Built a net-new ADF and Databricks pipeline aggregating 200M+ rows into a daily incremental Power BI dashboard surfacing circuit share revenue opportunities for the sales team, with sub-20-minute pipeline runtime.
- Diagnosed and resolved a CI/CD blockage by reconfiguring broken build agents, restoring deployments across Dev, Test, and Prod.

Sr. BI Developer | Insight Global (AT&T, Contractor)

March 2022 - May 2022

- Filled a critical reporting gap for AT&T retail stores by delivering SSAS tabular models, DAX measures, and Power BI Premium dashboards that gave store teams visibility into their performance metrics for the first time.
- Recruited directly by National CineMedia before contract end.

Sr. Data Engineer | Provisions Group

September 2021 - March 2022

- Consulted across multiple clients conducting Power BI POCs that drove adoption of the Power BI ecosystem as the primary reporting platform.
- Designed and built a large-scale healthcare data warehouse with a raw layer, stored procedures encapsulating business logic, and destination tables aggregated through SSAS tabular models and Power BI reports.

BI Developer III | ExactCare Pharmacy

March 2021 - September 2021

- Built ADF pipelines from source to raw landing zone, with stored procedures generating facts and dimensions across multiple data marts powering Power BI reporting.
- Improved warehouse query performance by 15% through stored procedure tuning.
- Developed SSRS reports for clinical and operational stakeholders.

Sr. BI Developer | MAA (Recruited Back)

October 2020 - March 2021

- Built and maintained Power BI reports and SSAS tabular models with DAX measures and row-level security, delivering self-serve analytics to property management and executive stakeholders.
- Designed and implemented robust row-level security and DAX measures within SSAS tabular models, enabling self-serve Power BI analytics for property management and executive leadership.

BI Developer | TruGreen

March 2020 - October 2020

- Migrated 30+ Tableau reports to Power BI, consolidating multiple reports into single unified dashboards and improving the reporting experience across finance and operations teams.
- Built star schema data models and SSAS tabular models supporting self-serve analytics across billions of rows of enterprise data.
- Conducted code reviews and provided technical guidance to a 6-person development team, enforcing data modeling standards and best practices.

Sr. Data Engineer | MAA

May 2019 - March 2020

- Built a net-new Python pipeline pulling campaign performance, spend, and impression data from the Google Reporting API into SQL Server facts and dimensions, giving the marketing team their first visibility into campaign analytics via Power BI.
- Identified and resolved slow indexes through index analysis and tuning, improving stored procedure and query performance across high-volume production databases.

Data Engineer | JuicePlus+

May 2018 - May 2019

- Led a large-scale POC effort to evaluate and demonstrate Power BI capabilities across sales and operations, resulting in company-wide adoption of Power BI as the primary reporting platform.
- Built a net-new SQL Server data warehouse sourced from Oracle via SSIS pipelines, including SSAS tabular models and Power BI reports covering sales and operational reporting across the organization.
- Proactively developed Power BI mobile reports as part of the POC effort to showcase platform capabilities and drive stakeholder buy-in.

BI Developer | Ring Container Technologies

April 2017 - May 2018

- Built net-new SSIS pipelines ingesting data from flat files, Excel, and SQL Server into star schema data marts covering asset management, sales, and CRM.
- Designed and built Power BI dashboards with DAX measures, Power Query transformations, and row-level security across multiple business domains.
- Developed 20+ parameterized SSRS reports with scheduled execution and email delivery to executive staff, with PDF and Excel export formats.

BI Developer | Power & Tel Supply

May 2015 - April 2017

- Filled a critical reporting gap for a wholesale telecom distributor by building net-new SSIS pipelines extracting data from Progress OpenEdge into SQL Server staging tables and loading into a data warehouse.
- Led adoption of Power BI as the primary reporting platform, designing complex data models in Power BI and SSAS with DAX measures, calculated columns, and row-level security, delivering dashboards and mobile solutions giving end users their first visibility into live operational data.

Application Developer III | International Paper (Contract)

March 2013 - May 2015

- Delivered application development and upgrade projects using T-SQL, SSIS, and C#, coordinating system changes in alignment with organizational requirements.
- Collaborated with packaging clients, consultants, and end users to gather and translate application requirements into technical specifications.

Database & Reporting Engineer | Tec-Masters Inc.

September 2002 - August 2012

- Engineered automated SQL pipelines and scheduled jobs, ensuring reliable nightly data processing for defense program stakeholders over a decade.

INVOLVEMENT

Field Artillery Cannoneer | United States Marine Corps Reserve

October 2001 - April 2005

- Deployed to Iraq in 2004 in support of Operation Iraqi Freedom II (OIF II), serving with 1st MEF in Al-Anbar Province.
- Gained direct familiarity with DoD operational culture, mission-driven environments, and the importance of reliable information systems in high-stakes contexts.
- U.S. citizen; previously held Secret clearance; eligible for sponsorship.
- **Medals:** National Defense Service Medal; Global War On Terrorism Service Medal; Global War On Terrorism Expeditionary Medal; Selected Marine Corps Reserve Medal.

SKILLS

Languages: Python, PySpark, SQL, Spark SQL, T-SQL, PL/SQL, PostgreSQL, DAX, M

Platforms & Infrastructure: Azure (ADF, ADLS, Databricks), AWS (Glue, Athena, Lambda, Redshift, S3), Snowflake, SQL Server, Oracle, MySQL

Data Engineering: ETL/ELT, medallion architecture, dimensional modeling, incremental sync, MERGE-based upserts, API ingestion, schema evolution, distributed processing

Orchestration & Transformation: Airflow, Fivetran, SSIS, dbt

BI & Visualization: Power BI, SSAS, SSRS, DAX Studio, Tabular Editor, ALM Toolkit, Evidence.dev, D3.js, Streamlit, Tableau

DevOps & Governance: Azure DevOps, GitHub Actions, CI/CD, automated validation, access controls
