

Allen Pengelly

403-160 Wissler Road, Waterloo ON, N2K 2T6
(519) 745-8872
apengelly@golden.net

Career Overview

Client-focused Database Manager with 18 years experience. Areas of expertise include product requirement definition, database design, and project management.

Skills

- Python
- SQL
- Microsoft Access
- Microsoft Excel
- Microsoft Word
- C#
- Report design
- Database design
- Excellent problem-solving abilities
- Strong collaborative skills

Accomplishments

Leadership:

- Moved from Technical Services worker to Manager of Technical Services in 2006
- Started supervising plant operation in 2007

Software Maintenance:

- Planned and implemented changes to internal software packages to allow software that could only export text to print barcodes on bag labels, meeting Canada Post requirements

Work Experience

Manager of Technical Services – Highland Marketing

April 2004 to September 2017

Fergus, Ontario

- Performed analysis on data sets for local financial services companies. Tasks included defining the scope of the project, advising the client on possible solutions given the data provided, analyzing the data, and providing the results in the format matching the client's reporting system.
- Managed customer data for mailing jobs. Tasks included loading, formatting, cleaning, returning to client, and purging from company systems.
- Performed project management for large projects. Tasks include defining the finished product with the client, formatting the data as required, and working with the plant to ensure the final product matched client requirements.
- Maintained all internal hardware and wrote updates to internal software packages.

Allen Pengelly

403-160 Wissler Road, Waterloo ON, N2K 2T6
(519) 745-8872
apengelly@golden.net

SQL Programmer – Agline TI

February 2003 to February 2004
Cambridge, Ontario

- Wrote SQL queries to aid in report writing for the marketing function of the company
- Wrote SQL procedures to support the sales websites for clients

Database Marketing Specialist – Quarry Integrated Communications

August 1998 to November 2002
Waterloo, Ontario

- Worked with clients to create reports based on data collected through surveys and other marketing data collections
- Designed tools for data entry of manual surveys
- Worked with the website development team to ensure that data collected through website surveys matched with client requirements

Database Marketing Analyst – Casino Niagara

April 1997 to August 1998
Niagara Falls, Ontario

- Worked in conjunction with the Manager of Database Marketing to introduce database marketing to the casino
- Created a 50 page report once a month with tables and charts showing the play at the casino based on geographical modeling
- Worked with GIS software to illustrate where patrons to the casino originated
- Designed mailing programs for approximately 250,000 patrons, and produced metrics to measure the success of the programs

Education

University of Waterloo, 1997
Bachelor of Mathematics