Jessica Hayden

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# Objective

Results-driven Data and Reporting Analyst with over five years of experience in automating complex reporting processes and developing scalable data solutions using SQL, Python, Excel, and Power BI. Founder of a freelance consulting business focused on data automation and reporting optimization. Seeking a full-time role that leverages my technical expertise and process improvement skills within a collaborative, data-driven environment offering long-term stability and comprehensive benefits.

# Experience

## Founder & Reporting Consultant | Jess Hayden Consulting | Remote*May 2025 – Current*

* Launched a freelance data consulting business specializing in report automation, data cleanup, and dashboard development using SQL, Python, Excel, and Power BI.
* Developed tools and automated workflows for healthcare and creative industry clients, including:
* **Invoice Automation Tool:** Automated batch invoice creation and email delivery, reducing manual workload for clients by 90%
* **Piracy Patrol:** A tool for indie authors to detect and report pirated versions of their books across the web.
* Built branded tools under a niche author-focused brand (‘Plot Twists & Pivot Tables’) to help indie authors streamline content tracking, protect their work from piracy, and make data-driven marketing decisions.
* Actively growing client base via LinkedIn, Fiverr, and Upwork by showcasing automated solutions and custom analytics support.

## Junior Reporting Analyst | Persante Health Care | Mt. Laurel, NJ*December 2021 – May 2025*

* Automated over 30 recurring reports and workflows using SQL, Python, and Excel, reducing manual reporting time by up to 85% and supporting cross-functional initiatives across 7+ departments, ranging from operations to client-facing teams.
* Built robust, scalable reporting pipelines for ad hoc and recurring deliverables using SQL stored procedures, Python scripting, and Excel automation.
* Led development of a fully automated Cold Feed report system, combining SQL query logic, Excel formatting via Python, PDF consolidation, and automated file delivery through email – reducing manual time from hours to minutes.
* Converted legacy manual reports into automated solutions using Task Scheduler, drastically reducing risk of human error and improving data efficiency.
* Maintained and optimized sleep study interpretation templates and systems, working across both SQL and internal tools to ensure accurate and compliant reporting.
* Collaborated with cross-functional teams to troubleshoot data issues, implement workflow improvements, and support CMS validations.
* Relied on by teams across the organization for report automation and technical troubleshooting, consistently reducing manual effort and improving data accuracy.

## Order Specialist | Burlington Stores | Burlington, NJ*March 2020 – December 2021*

* Utilized advanced Excel techniques including VLOOKUP and pivot tables to manage and analyze purchase order data, ensuring accuracy in merchandise order processing.
* Responsible for the efficient, prompt and accurate creation of purchase orders for Burlington’s new merchandise.
* 100% remote due to COVID-19

## Operations Analyst | InsPro Technologies | Eddystone, PA*May 2014 – May 2019*

* Assigned and tracked open issues found in validation for expedited resolution. Documented root cause and resolution for complete closure.
* Maintained and updated company validation procedures and SOP documentation for critical business processes.
* Conducted systemic configuration updates and comparative release analysis to ensure accuracy and efficiency in client system implementations.
* Analyzed and documented daily G/L imbalances and weekly claims queries in Excel, researching financial transactions and providing detailed reports for client review and correction.
* Created project estimation workbooks in Excel.
* Developed monthly financial reconciliation reports by extracting, transforming, and analyzing employee timecard data using Excel pivot tables.
* Configured Salesforce to streamline project tracking, financial reporting, and resource management.

## Bookkeeper | Shining Lights Early Childhood Center | Cherry Hill, NJ*September 2009 – May 2014*

* Created and maintained monthly financial Excel reports for profit/loss margin analysis.
* Analyzed financial data and AR trends.

## Summer Intern | InsPro Technologies | Eddystone, PA*June 2009 – August 2009*

* Supported QA initiatives for proprietary insurance policy administration platform by:
* Generating test data through creation of synthetic insurance policies to enable comprehensive system testing.
* Participating in load testing to identify and reproduce system performance issues affecting multiple concurrent users.
* Collaborating with QA team to maintain data integrity in test environment.

# Education & Certifications

## AS in Business Administration – Camden County College (2007)

* **Python for Data Science, AI and Development** - IBM via Coursera (2025)
* **Microsoft Professional Program in Data Science Certification** – Microsoft (2019)

# Skills

* **Technical:** SQL, Excel (advanced), Python, Pandas & NumPy, Data visualization, Power BI, ETL processes, Microsoft Office Suite, Salesforce configuration, JIRA
* **Professional:** Strong analytical and problem-solving skills, creative thinking, results-driven, quick learner, adaptable, Agile methodologies experience, strong communication, excellent writing skills, team player