

Scott Goold

Honolulu, Hawai'i



Brief Summary

Provide Solutions to Complex Challenges

- Assisting employers and professional colleagues to *Be the Best They Can Be*.

Skills

Marketing, Financial and Policy Analysis, Survey Research

- PhD-level research in public opinion data collection for marketing, political and non-profit needs
- Social Media marketing
- Survey response rate improvement
- Budgeting analysis, financial forecasting, KPI evaluation
- Accounting review of capital and deferred expenditures
- Establish data collection and financial reporting processes

Data Analytics and Science

- Advanced expertise in Tableau, Google, Adobe Analytics, SAS Visual Data Science Decisioning
- PowerBI and SSRS Microsoft reporting expertise
- Database development and SQL programming
- Statistical analysis using SPSS, SAS Viya 2021.2.5, Python and SQL

Database Administrator

- MySQL, Oracle and SQL Server Administration
- Java, JavaScript, HTML, CSS proficiency
- PowerShell scripting
- Database maintenance, indexing and fine-tuning
- Create SQL Server jobs and automated tasks
- Design T-SQL queries and oversee execution
- Establish Database Replication between servers
- Create Tables, Stored Procedures and Views
- Provide database backup and restore functions
- Oversee security and login privileges
- Troubleshoot query issues, reporting malfunctions and system-wide challenges using SQL SentryOne, Spotlight, Activity Monitor, PerfMon tools
- Microsoft Azur SQL Server Cloud Computing manager



Business Intelligence
Specialist

- Develop Microsoft PowerBI and SSRS SQL Reports
- Design Advanced Statistics and Analytical Modeling
- Perform data mining and analysis
- Conduct Business Intelligence analysis, graphing, illustration and reporting
- OLAP: Tableau, Google and Adobe Analytics Proficiency

Data Warehouse Analyst

- ETL Techniques, including Extracting, Cleaning, Conforming and Package Development
- Migration design and implementation
- Provide Easy-Assess Data to Stakeholders
- Design data marts and data pipelines

Recent Certifications

Administering a SQL Database Infrastructure

Certification Jan 2017 – Present License 20764

Microsoft SQL Server 2016 Essential Training

Certification Dec 2016 – Present License 6ED412

Mastering Data for Analytics

Certification Oct 2016 – Present License 60EC95

Microsoft Business Intelligence Stack Fundamentals

Certification Sep 2016 – Present License 7BD785

Bootstrap 3 Essential Training

Certification Aug 2016 – Present License 518796

Creating Responsive Website Designs

Certification Dec 2015 – Present License UC-632TSFB8

JavaScript, AJAX, PHP, MySQL for Dynamic Forms

Certification Aug 2015 – Present License UC-84SLYHNG

Introduction to Transact-SQL

Certification Nov 2016 – Present License 553149

Community Addictions Recovery Specialist (CARS)

University of New Mexico, Health Sciences Center, Project ECHO: June 2011.

Completed Suboxone training: July 2012.

Mediation and Counseling Professional. Interest-Based Problem Solving Certification

U.S. Federal Government: May 2007.



Employment History

Business Intelligence Project Manager, InfoImagination: 2013 — present

Project management for policy and market research, analysis, reporting and strategic program design. Supervise and manage multiple employees, contractors and support staff. Evaluate and create efficient marketing campaigns. Increase profit margins and revenue streams.

Develop structured SQL relational database systems to collect data for environmental and health-care groups, small business and online retail clients for research and reporting services. Advised clients on strategic marketing campaigns, brand development, product or business positioning. Design company websites, social media platforms, including photography, videography and graphic design. Direct PR events, public speaking opportunities, testimony before public officials and legislative forums, sponsorships, promotional efforts, and social media activity.

- Micro- and macro-economic analysis increased profits for numerous small businesses.
- Development of SSRS, PowerBI and Tableau analysis systems allowed company executives to provide accurate and user-friendly data solutions and reports to stakeholders.
- Analysis of company's ERP software led to the immediate migration to an updated system, which saved the company hundreds of thousands of dollars in wasted "bridge to nowhere" efforts.
- Market research analysis led to expanded operations into new markets and greater product awareness.
- Analysis of internal operations uncovered more efficient, effective processes that reduced cost.
- Provided guidance on database development, data sciences and data mining.
- Developed online applications that save money and increase efficiency.

SQL Server DBA, Hawai'i Company, Aug 2018 — March 2019

Contractor position short-term to end of 2018. Extended to March 2019. Migrated SQL Server 2008/2008R2 systems to SQL Server 2016 or appropriate version. Respond to HelpDesk ticketing system. Monitor DB performance using SentryOne and Spotlight. Perform restore/refresh DBs from production to development environments. Create login, user accounts and manage permissions. Oversee database security issues. Update server and SQL Server software including security patches. Query optimization and database tuning specialty. Work with developers on SSIS and ETL packages. Evaluate and collaborate on redundant and mirrored fault-tolerant systems for SQL Server operations in RAID platforms.

Advanced Economist, Workers' Compensation Administration: 2006 – 2013

Mission Critical responsibilities managing healthcare insurance reporting; providing annual financial analysis of medical and provider performance. Policy analyst duties include developing database-driven agency websites and PHP/MySQL apps. Managed public information campaigns and maintained Medical Fee Schedules for New Mexico workers' compensation. Primary accomplishment: made government more efficient and SAVED taxpayers money.

- Internal analysis of Agency's KPIs, capital and deferred expenditures, budgetary and forecasting models, regulatory and reporting systems discovered systemic inefficiencies that cost insurers and taxpayers hundreds of thousands of dollars. Agency implemented my recommended policy changes.



- SQL/SPSS and SAS analysis led State of New Mexico to evolve policy in 2010 regarding Farm & Ranch workers. Employees not protected previously. Improved conditions for 100,000s of hard working families and improved conditions in New Mexico.
- SQL/SPSS and SAS analysis of claims data examining Billed Charges v. Actual Paid Amounts for Medical Cost Containment bureau uncovered numerous anomalies in billing and procedure charges. Identified outliers in costs, possible fraudulent activity, and suspect medical behavior. This information led Compliance and Investigation departments to review hundreds of provider services.
- SQL/SPSS and SAS eight-state regional analysis of compensation charges and procedure uncovered statutory violations in the Agency's formulaic methodology for computing the annual Medical Fee Schedule. Provided a "politically acceptable" solution to repair and fix this inaccurate process.

Education

PhD Political Science/Policy Research – University of New Mexico (ABD): 3.8GPA
 M.A. Public Administration – Idaho State University: 3.8GPA
 B.S. Economics – Idaho State University: 3.5GPA, Academic Athlete All-American Honors

Recent Client and Customer Feedback

Thank you Scott for your very kind words. I am still very new to supervising, I started managing this team in May 2017. I just treat everyone as I like to be managed.

But...YOU have been a great asset to our team and it is your personality and humble nature that makes all of us so comfortable working together. We have had contractors on the DBA team before, but never with the synergy and positive energy that you bring with you. I believe you have had the greatest influence in our success and glad that we selected the right contractor. You have definitely made your mark here at HECO and have set the bar very high for future contractors!

Thank you for being you...keep doing what you do...keep that good karma flowing!

Lori Yafuso
 Project Manager
 Hawaiian Electric

Thank you for the quick turnaround on this request. A+ for execution and customer friendly style! Just wanted you to know a lot of folks, including myself, think very highly of you and the quality work that you do.

Greg Sasaki
 Database Analyst
 Hawaiian Electric



Subject: FW: KUDOS to Scott Goold

Scott,

Thank you so much for a job well done. Just want you to know that our IT customers appreciate you and the work that you are doing! Please continue doing what you do!

Mucho Mahalos!!

Lori

Hi Lori,

I just wanted to drop a note to say how much I appreciated Scott's help with a current project we're in the middle of (ProjectWise). He was only supposed to be Greg's backup but since Greg was out for the day I asked him a simple question to which he took time and care in giving me a complete picture of not only answering my question, but also performing the work that I was going to wait until when Greg got back to perform. He then took it even further when Greg got back as he helped us during the days of the preparation and took ownership on the issues we were facing and provided expert knowledge in overcoming the issues.

I really enjoyed working with Scott as he was courteous, professional, knowledgeable, and helpful all throughout the engagement. I am impressed that you have such an outstanding individual as a part of your team.

Thanks,
LANCE ICHISHITA
IT Program Manager
Hawaiian Electric

Subject: FW: ITSM - Survey Results for RITM0069XXX

From: Yafuso, Lori

Sent: Thursday, November 15, 2018 11:07 AM

To: Goold, Scott

FYI – Great job!!

Lori

From: ITS Service Desk

Sent: Thursday, November 15, 2018 10:23 AM

To: Yafuso, Lori

Subject: ITSM - Survey Results for RITM0069XXX

ITSM System Notification



Survey results for Requested Item: RITM0069XXX
Short description: Database Maintenance: eGIS
Assigned to: Scott Goold

Survey completed by: Sean Nakasone

Summary of Survey Responses:

Q1. Meet your needs?

Rated: 5. Very Good

Q2. Treat with courtesy and professionalism?

Rated: 5. Very Good

Q3. Received timely communication from us?

Rated: 5. Very Good

Q4. Overall Rating

Rated: 5. Very Good

Q5. Comments (optional) - If you would like to mention particular individuals who the above rating is based on, please include their names in the comments.

Rated: Scott Goold was fast and professional.

List of Tasks for Request Item

Task Description: Task for Developer: Database - Maintenance (eGIS)

Owner: Chuck Atoa

Task Description: Task for DBA: Database - Maintenance (eGIS)

Owner: Scott Goold



Opioid Epidemic Research and Analysis

Due to the exploding Opioid Epidemic across America, highlight my history getting ahead of local and national issues. I consistently seek opportunities to continue learning and growing intellectually and professionally. Began training in 2009; completed Contact Tracing program 2020.



This is to certify that

SCOTT GOOLD, PHD

*participated in the following CME activity
certified by this office:*

**Project ECHO™
Integrated Addictions/Psychiatry
TeleECHO Clinic
August 3, 2012**

Credit Approvals: Credits Approved:
-AMA PRA Category 1 Credit (P)[™] 2.0



Associate Dean, Education

*I certify that I participated in the above CME activity for **2.0** hours.*

Participant Signature

This is to certify that

SCOTT GOOLD, PHD

*participated in the following CME activity
certified by this office:*

**Project ECHO™
Integrated Addictions/Psychiatry
TeleECHO Clinic
August 10, 2012**

Credit Approvals: Credits Approved:
-AMA PRA Category 1 Credit (P)[™] 2.0



Associate Dean, Education

*I certify that I participated in the above CME activity for **2.0** hours.*

Participant Signature



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SCOTT GOOLD, PHD

*participated in the following CME activity
certified by this office:*

**Project ECHO™
Integrated Addictions/Psychiatry
TeleECHO Clinic
August 17, 2012**

Credit Approvals:
AMA PRA Category 1 Credit (s)™

Credits Approved:
2.0



Associate Dean, Education

*I certify that I participated in the above CME activity for **2.0** hours.*

Participant Signature

This is to certify that

SCOTT GOOLD, PHD

CONTINUING EDUCATION CREDIT

*participated in the following CME activity
certified by this office:*

**Project ECHO®
Buprenorphine Training
April 13, 2013
UNM Science & Technology Park - Albuquerque, NM**

Credit Approvals:
AMA PRA Category 1 Credit (s)™

Credits Approved:
6.5



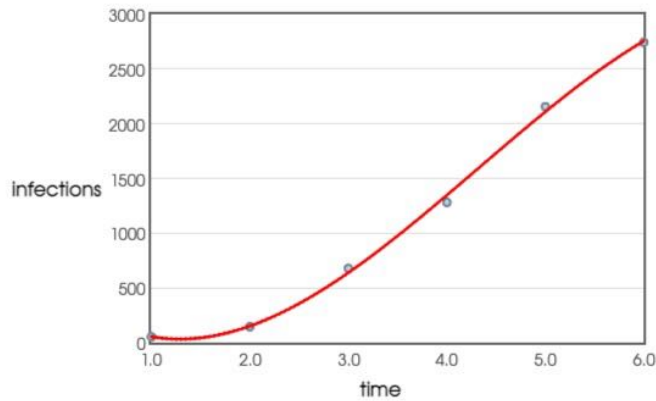
Associate Dean, Education

*I certify that I participated in the above CME activity for **6.5** hours.*


Participant Signature

COVID19 Research

As a volunteer public health professional and statistical analyst, successfully predicted the peak of the December 2021-January 2022 wave of COVID19 infections in Honolulu, Hawai'i. Model predicted 3,129 average daily infections for the week January 13-19. Actual confirmed average daily infections came to 3,133.



	Week	Daily AVG
1	Dec 2	55
2	Dec 9	148
3	Dec 16	680
4	Dec 23	1,284
5	Dec 30	2,158
6	Jan 6	2,747
7	Jan 13	3,129
8	Jan 20	3,046

Regression Equation

Regression Polynomial: $INFECTIONS = -28.0 \cdot TIME^3 + 362.9 \cdot TIME^2 - 795.1 \cdot TIME + 516.7$

Contact Tracer Certification

May 2020

