

# Zachary O'Donnell

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## WORK EXPERIENCE

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### Rug Pad USA

Oct. 2022 – Jan. 2026

*Business Analyst II*

*Suffield, CT*

- Managed \$5M+ annual Amazon Ads spend supporting \$50M+ in revenue, increasing efficiency and driving incremental net sales growth through custom performance metrics, profitability-based bidding, and automated optimization systems
- Led pricing and profitability initiatives that increased net sales while reducing unit volume, improving margins and driving more efficient operations
- Developed automated bidding and campaign management tools in Python, reducing manual optimization time by 60–80%
- Designed and implemented a COGS calculation engine supporting:
  - ~3,000 standard SKUs
  - 800,000+ dynamically generated custom SKUs
- Enabled SKU-level profitability tracking, significantly improving pricing decisions and margin visibility
- Built a centralized data infrastructure (PostgreSQL, Supabase, dbt), reducing reporting time from hours to minutes
- Developed interactive dashboards and internal tools (Next.js, TypeScript, Python) to monitor revenue, profitability, and advertising performance
- Engineered ETL pipelines and API integrations (Amazon Ads, ChannelAdvisor, Shopify), automating data ingestion and eliminating manual reporting workflows
- Improved database performance through schema design and indexing, reducing query times by 30–70%

### Connecticut APA

Nov. 2020 – Oct. 2022

*Business Analyst*

*Chicopee, MA*

- In charge of HR/bookkeeping related tasks such as hiring new employees, payroll, and generation of 1099s.
- Developed software to fill in efficiency gaps found in the business
- Contacts businesses and individuals via cold or warm calling to add new teams to our league.
- Motivates and trains employees to maximize team productivity.
- Collects, arranges, and inputs information into the database system.
- Piloted automatic payments for players to ease our workload of our staff.
- Enhanced operational performance and reduced labor expenses by developing and optimizing standard practices.

### CheckWriters

Nov. 2019 – September 2020

*Business Analyst*

*Northampton, MA*

- Collaborated with stakeholder groups across the organization to ensure business and technology alignment.
- Used brainstorming sessions and wireframes to build out requirements for an improved implementation of accruals and payroll input.
- Developed innovative method of payroll input to improve the user experience.
- Translate stakeholder requirements into tangible deliverables such as user cases, user stories, and workflow/process diagrams.
- Worked closely with the head of internal operations and vice president to problem solve and identify workflow improvements.
- Create and update detailed documentation of current and future software implementations.

### MassMutual

Oct. 2017 – Nov. 2019

*Operational Support Specialist*

*Springfield, MA*

- Developed a report to highlight associates' monthly work completed paired with their error rate.
- Used Alteryx to combine and analyze multiple relevant data sources.
- Presented the consolidated error report with analysis to management and developed a measurable action plan to reduce associate error rates and boost individual production where necessary.
- Built a web application to automatically generate tickets for the Employee Engagement Committee's recognition program.
- Utilized Alteryx, JavaScript, HTML, and CSS to automate processes and analyze large amounts of data.
- Developed an automatically generated rotating work schedule for associates.
- Built on an optimized algorithm that considers associates' trained skills and ensures their exposure to all team functions.

- Member of the SharePoint/Metrics committee tasked with re-thinking the way we track our work to standardize and improve productivity.
- Create spreadsheets and graphs to provide data driven recommendations to leadership to improve the customer experience by reducing turnaround times.
- Pilot new workflows to improve efficiency and promote continuous improvement.
- On average, process over 6,000 requests a month at an over 99% accuracy rate.

## EDUCATION

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University of Massachusetts

*Bachelor of Science: Resource Economics*

May, 2017

*Amherst, MA*

## SKILLS & INTERESTS

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- **Skills:** Data Collection/Analysis; Agile; Jira Management; User Stories; Wireframes; Stakeholder Relations; Business Process Mapping; Python; Alteryx; Web Development; PHP; HTML/CSS; JavaScript; SQL; WordPress; Adobe Suite; Microsoft Office
- **Achievements/Clubs:** MassMutual Leadership Award; MassMutual Be Bold Award; MM Leadership Explorers Club; MM Young Professionals/Passages BRGs; MM Truth to Power
- **Interests:** Running an eSports League; Piano/Guitar; Cooking