



ELENA VASQUEZ

Senior Tableau developer with 8 years across CPG and insurance reporting. Strongest when the data model is messy and the stakeholders disagree about what 'active customer' means.

PROFESSIONAL EXPERIENCE

Senior Tableau Developer | Northwind Mutual, Minneapolis, MN | February 2020 – Present

- Lead Tableau development for the claims org, including the executive scorecard reviewed in monthly board prep
- Cut average workbook query time by 62% across the top 20 most-viewed dashboards by moving from live connections to scheduled extracts and indexed source views
- Migrated 140 workbooks from Tableau Server 2019.4 to Tableau Cloud with zero broken permissions, working alongside the platform team
- Built a reusable claims-cycle template that 3 other product lines adopted, cutting new dashboard build time roughly in half
- Run a monthly 'workbook critique' session where developers walk through one another's dashboards, focused on accessibility and chart choice

Tableau Analyst | Harborlight CPG, St. Paul, MN | June 2017 – January 2020

- Built category-level sales dashboards for 4 brand teams, pulling from a 2.3 billion row transactions table
- Designed a market-share view using set actions that brand managers used in every quarterly business review
- Trained 18 marketing analysts on Tableau over a 6-week internal bootcamp
- Replaced a vendor reporting tool, saving roughly \$84,000 in annual license fees

EDUCATION

B.A. Economics

University of Minnesota | May 2017

CONTACT INFORMATION



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KEY SKILLS

- Tableau Desktop, Tableau Cloud, Tableau Server administration
- SQL (Redshift, SQL Server), dbt
- Advanced LODs, table calculations, set and parameter actions
- Row-level security, extract refresh tuning
- Tableau Certified Data Analyst (2022)