

LOGAN MANSFIELD

IT SYSTEM ANALYST

Tampa, Florida | Imansf96@gmail.com | <https://portfolio2-main-phi.vercel.app/>

Data Analyst studying and implementing data engineering skills into real world applicable projects. I bridge the gap between raw data and actionable business intelligence using tools like Power BI, Microsoft Fabric, and Databricks.

AREA OF EXPERTISE

Data Reporting	Machine Learning Modeling	Automating Data Cleaning
ETL/ELT Pipeline Implementation	Database Ops - Ingestion, Security	Collecting & Generating Data

KEY ACHIEVEMENTS

- **Revenue Growth in the Webstore.** Successfully implemented and monitored the performance of upsell add ons and replacements to the ZooTampa Webstore, resulting directly in revenue growth. In use today.
- **Revenue Growth in Zoo Experiences.** Successfully created 9 new premium animal experiences in our webstore and ticketing system, including a new “bundle” that includes admission, driving revenue growth directly. On sale today.
- **Automated Reporting.** Overhauled the reporting system used by our department, resulting in an average gain of almost 4 hours a week in a coordinators labor. In use today.

PROFESSIONAL EXPERIENCE

IT Point of Sale Systems Analyst - ZooTampa at Lowry Park Nov 2024 - Present

- Build, monitor, and maintain operation of our various webstores and the overall ticketing system (Gateway's Galaxy 7 Ticketing System).
- Point of Sale Hardware Inventory Management & Maintenance
- IT Helpdesk Support

Guest Engagement (Guide, Coordinator) - ZooTampa at Lowry Park Nov 2022 - Nov 2024

- Generated actionable weekly reports highlighting any challenges or important changes relating to department operations.
- Collected and maintained detailed records for department operations, including behind the scenes encounters, the Zoo safari ride Expedition Wild Africa, and inventory records.
- Worked with animal care staff to write, edit, and update new and existing education programs and their Standard Operating Procedures.

Data Analyst - Excel Esports Aug 2019 - Jul 2022

- Designed & delivered a data driven talent scouting system in the first 6 months, delivering the most dominant academy team in the history of the team by performance in their league.
- Presented weekly tactical, meta, and player growth plan analysis reports, resulting in direct advantages in official matches.

EDUCATION

General Associates Degree 2014 - 2016

Carroll Community College

- Additionally 115 total credits in Biology & Ecology, including field research methodology, and biostatistics.
- Additional Credits from Towson University and University of South Florida

ADDITIONAL INFORMATION

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- **Programming Languages:** SQL, Python
 - **Certifications:** Microsoft PL-300, LearnSQL SQL Certification of Competency, Fabric in a Day Workshop
 - **Other Technologies:** Excel, Fabric, Databricks, Snowflake, Dynamics 365 (CRM)