

# Aaron Rodriguez

## Senior Data Engineer

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### SUMMARY

Data analytics product leader with 23+ years of progressive experience spanning software product management, data engineering, and enterprise analytics delivery. Proven track record of defining product roadmaps, leading Agile ceremonies, gathering and translating complex stakeholder requirements into prioritized backlogs, and driving end-to-end delivery of high-quality, data-driven software. Deep technical fluency across ETL/ELT pipelines, cloud data platforms, and BI semantic layers — enabling direct, informed collaboration with data engineers, analysts, and security specialists throughout the full development lifecycle. Experienced operating within DoD-adjacent environments through technical publications work for the US Marine Corps aligned to DoD CALS standards. Known for bridging the gap between business stakeholders and engineering teams, championing data-driven decision-making, and delivering analytical platforms that support executive, operational, and strategic objectives.

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### EXPERIENCE

#### National CineMedia (NCM)

May 2022 - Present

#### Senior Data Engineer *(Official title: BI Engineer III)*

- Built new Databricks notebooks, Fivetran connectors, and SSIS packages — expanding the data platform to support new vendors, business logic requirements, and data sources as they were onboarded.
- Owned end-to-end monitoring, diagnosis, and resolution of production pipeline failures across ADF and Databricks — restoring data flow to executive, sales, and finance reporting for the largest cinema advertising network in the US, where outages directly halt campaign and revenue visibility across the organization.
- Maintained and extended a metadata-driven Databricks architecture that dynamically generates fact and dimension tables via SQL — implementing bug fixes, business logic updates, aggregation changes, and data cleansing in close collaboration with the product owner and business stakeholders.
- Managed and troubleshooted Fivetran integrations ingesting programmatic advertising data from DSP and SSP vendors including The Trade Desk, Xandr, OpenX, and PubMatic — diagnosing vendor-side schema changes, dependency breaks, and data anomalies to maintain pipeline integrity across critical ad data feeds.
- Diagnosed and resolved a critical production outage caused by a vendor deleting upstream tables with downstream pipeline dependencies — reconstructed the affected SQL logic, validated data integrity end-to-end, and restored reporting across all impacted business domains.
- Built and maintained a comprehensive Power BI reporting layer including SSAS semantic models, DAX measures, calculated columns, dataflows, and datasets — delivering campaign performance, sales, and financial reporting to stakeholders across the organization.
- Led Agile ceremonies including sprint planning, daily standups, sprint reviews, and retrospectives via Azure DevOps — collaborating with product owners, engineers, and cross-

functional stakeholders to define, prioritize, and deliver data analytics capabilities on a structured release cadence.

- Gathered, analyzed, and documented business requirements from executive, sales, and finance stakeholders — translating operational reporting needs, data quality standards, and pipeline reliability requirements into well-defined user stories, acceptance criteria, and backlog items.
- Contributed to product roadmap definition and led backlog grooming sessions — prioritizing pipeline features, analytics enhancements, and data quality improvements based on business impact, feasibility, and strategic alignment across the organization.
- **Tools:** Python, SQL, Spark SQL, DAX, Databricks, Azure Data Factory, Azure Data Lake Storage, Azure DevOps, Fivetran, The Trade Desk, Xandr, PubMatic, OpenX, Power BI, SSAS, SSMS, SQL Server, MySQL

### **Insight Global (AT&T — Contractor)** **Senior Data Engineer**

*March 2022 - May 2022*

- Maintained and extended ADF pipelines supporting enterprise analytics for a large telecommunications client — diagnosing failures, implementing business logic updates, and ensuring reliable nightly data processing.
- Built and maintained Power BI semantic models, DAX measures, dataflows, and datasets — supporting operational and executive reporting across business domains.
- Short-term contract role; departed for a permanent position at National CineMedia.
- **Tools:** T-SQL, SQL Server, Azure Data Factory, Azure DevOps, Power BI, SSAS, DAX, SSMS

### **Provisions Group** **Senior Data Engineer**

*September 2021 - March 2022*

- Designed and maintained ADF pipelines and Power BI reporting solutions across multiple client engagements — delivering data engineering and BI support in a consulting capacity across varied business domains.
- Built Power BI semantic models, DAX measures, dataflows, and datasets tailored to each client's reporting requirements — ensuring consistent, trustworthy outputs across engagements.
- **Tools:** T-SQL, SQL Server, Azure Data Factory, Azure DevOps, Power BI, SSAS, DAX, SSMS

### **Various Employers** **Data Engineer / BI Developer**

*2013 - 2021*

- Built and maintained ADF pipelines, SSIS packages, and SQL Server-based ETL workflows across full-time and contract roles — supporting data warehouse and reporting environments with full and incremental load patterns across cloud and on-premises environments.
- Worked with Azure services including Azure Data Factory and Azure SQL alongside on-premises SQL Server — supporting gradual cloud adoption across multiple organizations and client engagements.
- Designed and maintained Power BI semantic models, SSAS tabular models, DAX measures, calculated columns, and SSRS reports — delivering self-service and governed analytics across business domains including logistics, manufacturing, and enterprise clients.
- **Tools:** Python, T-SQL, PL/SQL, DAX, SQL Server, Oracle, MySQL, Azure Data Factory, Azure SQL, Azure DevOps, Power BI, SSAS, SSRS, SSIS, SSMS, DAX Studio, Tabular Editor, Tableau

### **Tec-Masters Inc.** **Database & Reporting Engineer / Technical Publications Developer**

*2002 - 2013*

- Designed and developed Class IV Interactive Electronic Technical Manuals (IETMs) for the US Marine Corps using Arbortext Epic Editor and IADS — authoring structured XML/SGML content in accordance with DoD CALS standards and enabling field personnel to access maintenance, logistics, and operational data electronically in a defense-adjacent technical publication environment.
- Built automated SQL jobs extracting data from MySQL databases, ensuring data integrity and reliable nightly processing — establishing early version control, automation, and documentation practices for production data workflows.
- Developed Excel-based reporting solutions providing operational and financial visibility to leadership and program stakeholders.
- Self-initiated and built an HTML/SQL Server web application that replaced a manual Word document workflow — enabling authors to submit technical manual updates directly into a database with automated email notifications, eliminating distribution bottlenecks and serving as the catalyst for a career transition into data engineering.
- **Tools:** *SQL Server Express, MySQL, HTML, T-SQL, MS Excel, Arbortext Epic Editor, IADS, XML, SGML*

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## MILITARY SERVICE

**United States Marine Corps Reserve** | Field Artillery Cannoneer | October 2001 – 2005

- Deployed to Iraq in 2004 in support of Operation Iraqi Freedom II (OIF II), serving with I MEF in the Al-Anbar Province — developing direct familiarity with DoD operational culture, mission-driven environments, and the importance of reliable information systems in high-stakes contexts.

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## SKILLS

### PRODUCT MANAGEMENT

Agile/Scrum, product roadmap development, backlog grooming, sprint planning, user story authoring, requirements gathering, stakeholder management, KPI definition, acceptance criteria, data governance

### LANGUAGES

Python, SQL, Spark SQL, DAX, M, T-SQL

### DATA ENGINEERING

ETL/ELT pipelines, ADF pipeline operations & debugging, Fivetran vendor integrations, incremental sync patterns, MERGE-based upserts, metadata-driven architectures, batch processing

### PLATFORMS

Databricks, Azure Data Factory, Azure Data Lake Storage, Azure DevOps, Fivetran, Snowflake, AWS (Glue, Athena, Lambda, Redshift, S3), SQL Server, MySQL, DuckDB, MotherDuck, Supabase

### BI & SEMANTIC LAYER

Power BI, SSAS (Tabular & Multidimensional), SSRS, DAX Studio, Tabular Editor, ALM Toolkit, Power BI Dataflows, Row-Level Security

### ORCHESTRATION

Apache Airflow, Fivetran, SSIS, Dagster

### DEVOPS & GOVERNANCE

Azure DevOps, GitHub Actions, CI/CD, automated validation, access controls

### AD TECH & DOMAIN

Programmatic advertising, DSP/SSP data integration, ad campaign & impression pipelines, ad measurement & attribution, cinema advertising — The Trade Desk, Xandr, PubMatic, OpenX, Innovid, Locality, PlaceExchange, Simplifi, Sizmek, StackAdapt, Vistar

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## PERSONAL PROJECTS

### Box Office Analytics Pipeline

- Live end-to-end pipeline using web scraping, DuckDB/MotherDuck, dbt transformations, and an interactive Streamlit dashboard for box office trend analysis with filters, trend visualizations, and comparative views.
- **Tools:** *Python, DuckDB, MotherDuck, dbt, Apache Airflow, Streamlit*

### Weather Data Pipeline

- Live hourly pipeline pulling from a public weather API, staging raw CSV files in Cloudflare R2, and loading into Snowflake via Apache Airflow DAGs — demonstrating cloud storage integration, workflow orchestration, and automated data warehouse loading.
- **Tools:** *Python, Apache Airflow, Cloudflare R2, Snowflake*

### YNAB Personal Finance Dashboard

- Live incremental sync pipeline from the YNAB API to Supabase PostgreSQL, scheduled via GitHub Actions across 8 daily runs. D3.js frontend features donut charts with drill-down, prior month KPIs, and data tables — deployed on Vercel.
- **Tools:** *Python, Supabase, PostgreSQL, GitHub Actions, D3.js, Vercel*