

Ariella Briggs

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SUMMARY

Technical lead with 10 years of progressively responsible experience across **customer experience** insights, **analytics** platforms, data engineering, solution architecture, and enterprise business intelligence. Provides hands on leadership for **Qualtrics XM Discover**, Databricks, SQL, data pipelines, APIs, data modeling, **Voice of the Customer** analytics, and production analytics services. Leads architecture, modernization, observability, security, privacy, lineage, retention, performance optimization, and production governance across regulated environments. Connects customer interaction, survey, CRM, contact center, and operational data into trusted analytical products. Guides model validation, natural language processing, machine learning, predictive analytics, CI/CD, automated testing, and responsible AI practices. Communicates platform health, technical risk, model quality, investment tradeoffs, and roadmap priorities clearly to executives, partners, and delivery teams.

EXPERIENCE

Technical Lead, Customer Experience Analytics Platforms

February 2023 - Present

HarborPoint Medical Analytics

Tampa, Florida

Owns enterprise architecture for a Voice of the Customer ecosystem spanning Qualtrics XM Discover, Databricks, SQL, BI, CRM, survey, contact center, and operational data. Guides engineers and analysts through governance, releases, model quality, platform reliability, security, and executive communication.

- Owned **Qualtrics XM Discover** architecture, connecting Databricks, CRM, surveys, **contact center**, and BI.
- Designed governed pipelines for annual interaction records, adding lineage, quality checks, retention, and observability.
- Led sentiment, categorization, effort, **text analytics**, **agent behavior**, and predictive model validation reviews.
- Established **connector health**, incident response, capacity planning, CI/CD, testing, and **release controls**.
- Guided SQL assets, PySpark transformations, APIs, dashboards, and reusable data products through security reviews.
- Briefed executives on platform health, technical debt, vendor choices, model risk, and roadmap priorities.

Senior Data Engineer, CX Analytics

May 2020 - January 2023

Suncoast Experience Systems

St. Petersburg, Florida

Led **data engineering** and modernization work for customer experience analytics, integrating contact center, CRM, survey, and operational sources into Databricks. Supported governance, production releases, analytical quality, and consistent definitions for **business intelligence** teams.

- Integrated Genesys events, **Microsoft Dynamics** data, surveys, and operations sources within **Databricks**.
- Built PySpark and **SQL** pipelines with validation, partitioning, monitoring, and recovery procedures.
- Developed natural language workflows for customer comments, comparing sentiment against reviewed samples.
- Implemented role based access, privacy controls, lineage records, metadata standards, and retention practices.
- Created APIs and curated **data products** with consistent customer, interaction, channel, and experience definitions.
- Provided architecture direction during modernization releases, removing integration bottlenecks and clarifying technical risks.

Analytics Engineer

August 2018 - April 2020

Atlantic Insight Partners

Orlando, Florida

Built governed analytical foundations for customer experience, service operations, and **business intelligence**. Translated stakeholder questions into data models, SQL transformations, quality controls, dashboards, documented definitions, and dependable production workflows.

- Designed data models joining survey, **CRM**, interaction, service, and operational experience data.
- Developed **Python** and SQL transformations with reconciliation checks for source to report issues.
- Built BI **dashboards** and reusable datasets from documented stakeholder measures and business definitions.
- Prepared evaluation datasets for **predictive analytics** and text analysis prototypes with clear limitations.
- Monitored production feeds, diagnosing failed loads, schema changes, and performance issues with platform teams.
- Documented requirements, **lineage**, workflow logic, and release changes for regulated analytics processes.

Business Intelligence Analyst

October 2016 - July 2018

Gulfline Business Intelligence

Lakeland, Florida

Created reporting and **data analysis** solutions for customer service and operations, progressing toward ownership of recurring datasets, data definitions, quality checks, and management reporting workflows.

- Created SQL reporting solutions for customer service and operations with dependable recurring datasets.
- Captured CRM, survey, and service data, reconciling identifiers before management reporting.
- Developed BI dashboards combining service volume, customer feedback, and operational experience measures.
- Applied **SAS programming** and statistical analysis to explore customer behavior and service patterns.
- Mapped reporting requirements and workflow dependencies into testable definitions and acceptance criteria.
- Maintained data dictionaries and quality checks while resolving source system reporting discrepancies.

PROJECTS

Customer Experience Data Governance 📅 2024

Established practical governance for taxonomy, lineage, retention, metadata, access controls, model changes, and production documentation across customer experience analytics.

Omnichannel Analytics Modernization 📅 2022

Connected Genesys, Microsoft Dynamics, survey, and operational feeds within Databricks, giving business intelligence teams consistent customer and interaction data.

LEADERSHIP & AWARDS

- Recognized by senior leaders for clear platform health, risk, and roadmap communication.
- Selected to guide cross functional standards for model validation, data governance, and production analytics.
- Earned team recognition for resolving integration bottlenecks during enterprise modernization releases.

EDUCATION

Bachelor of Science in Information Systems

2016

University of South Florida GPA: 0

Tampa, Florida

Coursework: Data modeling, database systems, business intelligence, systems analysis

CERTIFICATIONS

- Databricks Certified Data Engineer Associate 📅 2023
- Microsoft Certified: Azure Data Engineer Associate 📅 2022
- Qualtrics XM Platform Foundations 📅 2024

TECHNICAL SKILLS

- **Experience Analytics:** Qualtrics XM Discover, Voice of the Customer, text analytics
- **Cloud Data Platforms:** Databricks, Azure, Delta Lake
- **Programming Languages:** Python, SQL, Scala
- **Data Processing:** PySpark, SAS, R
- **Data Integration:** APIs, Genesys, Microsoft Dynamics
- **Business Intelligence:** Dashboards, reporting, reusable data products
- **Machine Learning:** NLP, predictive analytics, intelligent scoring
- **Data Governance:** Lineage, metadata management, data catalogs
- **Security and Privacy:** Access controls, privacy, retention
- **Delivery Practices:** CI/CD, automated testing, release management
- **Operations Monitoring:** Observability, incident response, capacity planning

SKILLS

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|-------------------------|-------------------------------|--------------------------------|----------------------------|
| • Advanced Analytics | • Data Capturing | • Data Reporting | • Voice of the Customer |
| • Analytical Reasoning | • Data Driven Decision Making | • Requirements Analysis | • Predictive Analytics |
| • Business Intelligence | • Data Modeling | • Workflow Analysis | • Performance Optimization |
| • Data Analysis | • Data Privacy Standards | • Statistical Analysis Systems | |

PROFESSIONAL AFFILIATIONS

- Member, Qualtrics user community for experience management and Voice of the Customer practices.
- Participant, Databricks data engineering community focused on analytics platforms and governance.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST