Caden *Raymond*.

I build the pipelines I used to wait on.

Lakeland, FL cmraymond18@gmail.com cadenraymond.com linkedin.com/in/cadenraymond github.com/cmraymond96

Data analyst writing production SQL and Python reporting for managers and executives across SQL Server and Oracle, now building spatial data pipelines in PostgreSQL/PostGIS. Focused on financial, location-based, and sports data, with earlier experience in digital marketing analytics and pitch-by-pitch charting for Baseball Info Solutions.

TOOLS OF THE TRADE

DATABASES & SQL
SQL Server (SSMS), Oracle, PostgreSQL, PostGIS

PYTHON
pandas, GeoPandas, Matplotlib, Seaborn, SciPy, pybaseball

REPORTING & BI
SAP BusinessObjects, Universe Design Tool, Excel

ENGINEERING
Git & GitHub, VS Code, Jupyter, HTML & CSS

EXPERIENCE

Report Writer / Data Analyst
DEC 2024 – PRESENT

MIDFLORIDA Credit Union · Lakeland, FL

- Develop and validate SQL reports in SQL Server and Oracle, turning business requests into data requirements
- Migrating 715 reports across 17 departments off a legacy platform, rebuilding and validating them with stakeholders
- Build and manage SAP BusinessObjects reports and dashboards for operational and strategic decisions
- Automate recurring data pulls and analysis with Python and pandas, cutting manual reporting effort

Digital Marketing Manager
JUL 2022 – DEC 2024

MIDFLORIDA Credit Union · Lakeland, FL

- Owned email strategy: list growth, audience segmentation, and targeted campaigns to members and prospects
- Produced monthly reporting on digital marketing performance, tracking trends and turning them into recommendations

PPC Analyst
MAR 2021 – JAN 2022

Yes.Fit · Lakeland, FL

- Analyzed paid media performance across platforms, with reports informing budget allocation and strategy

Scoring Analyst
APR 2016 – AUG 2017

Baseball Info Solutions · Contract

- Charted pitch type, location, sequence, and outcomes for Lakeland Flying Tigers games (Detroit Tigers Advanced-A)
- Delivered accurate, deadline-driven game data feeding BIS products used by MLB front offices and media

PROJECTS

Detroit Property Pipeline
IN PROGRESS · POSTGRESQL · POSTGIS · PYTHON

- Loading Wayne County property transfers and Detroit parcel data from ArcGIS REST endpoints into PostGIS, in raw, staging, and mart layers; staging build is idempotent and validated across 514K sales

The Cap and the Floor
2026 · PYTHON · PANDAS · MATPLOTLIB

- Evaluated MLB's proposed 2027 cap and floor against team payrolls; reconciled conflicting payroll definitions across three sources and normalized 20 seasons of spending through a league-average index

Surplus Value
2026 · PYTHON · PANDAS · PYBASEBALL

- Merged Baseball Reference WAR with 2024 contract salaries at $8M/WAR to measure surplus value by player and team; built visualizations ranking roster efficiency league-wide

Payroll Efficiency
2025-2026 · PYTHON · PANDAS · SCIPY

- Tested payroll against wins across all 30 clubs (Pearson r = 0.521), with efficiency tiers and a written analysis of outliers

Write-ups and code at cadenraymond.com

EDUCATION & CERTIFICATIONS

B.S., Data Analytics · Florida Polytechnic University · Advanced Topics and Big Data Analytics 2015 – 2020

UX/UI Design Bootcamp · Thinkful · Google Ads Search Certification