



PATRICK BROWN

Data, Sales, Marketing

ABOUT ME

Data-driven professional with 10+ years of experience translating operational, sales, and financial data into clear business decisions. I specialize in turning fragmented data from CRM, ERP, and reporting systems into structured insights that improve performance, visibility, and growth.

My background spans analytics, sales, sales support, and operations, allowing me to move beyond reporting into execution—identifying what matters, aligning stakeholders, and helping teams act on the data. I work primarily with SQL, Excel, and Power BI to build reporting systems that are practical, scalable, and tied to real outcomes.

EDUCATION

Bachelor of Science – Data Analytics

Western Governor’s University
Expected Graduation: December 2026

Bachelor of Arts – English

Southern Illinois University – Edwardsville
2012

SKILLS

SQL

Data Visualization

Analysis

Reporting

ERP / CRM Systems

Python

📞 314-210-5252

🌐 www.ambercrestllc.com

✉️ patrick@ambercrestllc.com

EXPERIENCE

□ Data Analyst & Marketing Professional (Owner) Current

Ambercrest LLC. | St. Louis, MO

- Develop data analysis and reporting solutions to track performance, identify trends, and support decision-making. Translate business requirements into actionable insights for strategic planning and operational efficiency.

□ Business Development Manager 2021 - 2025

Wabtec Corp | Pittsburgh, PA

- Managed \$10M+ in enterprise accounts while analyzing customer data, market trends, and competitive positioning. Conducted market analysis to identify growth opportunities, target segments for expansion or diversification, and support targeted acquisitions, with insights informing division-level strategy and operational plans.

□ Sales, Marketing & CRM Analyst 2017 - 2021

Custom Truck One Source | Kansas City, MO

- Analyzed ERP, CRM, and SAP-based portal data while managing CRM, sales operations, and marketing materials for a \$50M business unit. Delivered executive reporting and identified performance drivers, contributing to 4– 5% year-over-year growth. Partnered with an outside sales representative to build a structured reporting system for production updates, regulatory support, delivery coordination, and vendor timelines, converting a onetime contract into recurring multi-year revenue worth millions with a large transit authority.

□ General Manager 2014 - 2017

Brown Rail LLC. | St. Louis, MO

- Led all business operations as General Manager, overseeing staff (salaried and contract), inventory, sales processing, and leasing. Oversaw the transition from an as-is reseller to a large-scale equipment refurbishment operation. Increased customer interest in refurbished equipment by providing regular updates on the refurbishment process via coordinated email marketing, social media posts, and video content, while managing day-to-day execution across the business.

PATRICK BROWN

St. Louis, MO

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PROFESSIONAL SUMMARY

Data-driven professional with 10+ years of experience translating operational, sales, and financial data into actionable business decisions. Experienced in structuring data from CRM, ERP, and SAP-based systems to improve performance visibility, identify trends, and support growth initiatives. Background spans analytics, sales, and operations, enabling execution beyond reporting through stakeholder alignment and practical application of insights. Skilled in SQL, Excel, and Power BI to develop scalable reporting solutions that support strategic planning, operational efficiency, and revenue growth.

SKILLS

- SQL (joins, aggregations, filtering)
- Power BI (dashboards, data modeling, KPI reporting)
- Excel (PivotTables, Power Query, Lookups)
- Data Cleaning and Transformation
- CRM Systems (Salesforce, HubSpot)
- ERP and SAP-based Systems
- KPI Development and Performance Tracking
- Forecasting and Market Analysis
- Process Improvement and Requirements Gathering

PROFESSIONAL EXPERIENCE

Data Analyst & Marketing Professional (Owner)

Ambercrest LLC – St. Louis, MO

2026 – Present

- Develop data analysis and reporting solutions to track performance, identify trends, and support decision-making
- Translate business requirements into actionable insights for strategic planning and operational efficiency

- Build reporting frameworks using CRM and operational data to improve visibility into key metrics
- Support marketing and business initiatives through data-driven analysis and execution

Business Development Manager

Wabtec Corp – Pittsburgh, PA

2021 – 2025

- Managed \$10M+ in enterprise accounts while analyzing customer data, market trends, and competitive positioning
- Conducted market analysis to identify growth opportunities, target segments for expansion or diversification, and support strategic initiatives
- Supported division-level strategy and operational planning with data-informed insights

Sales, Marketing & CRM Analyst

Custom Truck One Source – Kansas City, MO

2017 – 2021

- Analyzed ERP, CRM, and SAP-based portal data while managing CRM, sales operations, and marketing materials for a \$50M business unit
- Delivered executive reporting and identified performance drivers, contributing to 4–5% year-over-year growth
- Partnered with an outside sales representative to build a structured reporting system for production updates, regulatory support, delivery coordination, and vendor timelines, converting a one-time contract into recurring multi-year revenue worth millions with Bay Area Rapid Transit

General Manager

Brown Rail LLC – St. Louis, MO

2014 – 2017

- Led all business operations as General Manager, overseeing staff, inventory, sales processing, and leasing
- Oversaw transition from an as-is reseller to a large-scale equipment refurbishment operation
- Increased customer interest in refurbished equipment by providing regular updates on the refurbishment process through coordinated email marketing, social media posts, and video content while managing day-to-day execution across the business

Critical Infrastructure Operations Representative

Ascent LLC – St. Louis, MO

2013 – 2014

- Supported critical infrastructure operations through coordination of field activity, service requests, and operational workflows
- Monitored and tracked asset activity via Remedy and proprietary systems to ensure timely execution and alignment across teams
- Assisted in maintaining service continuity by supporting communication between field personnel, operations, and internal/external stakeholders
- Contributed to process consistency and operational visibility through structured tracking and reporting of ongoing work

EDUCATION

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