

# JACOB POINTON

## DATA RESEARCHER

### CONTACT



07597951117



Jacobp1997@live.co.uk



<https://jacobp93-streamlit-website-app-x7pcot.streamlit.app/>



Leeds, West Yorkshire, UK

### SKILLS

- Programming: Experienced SQL, Excel, Python / Go-Lang at Junior level
- Data Visualization: PowerBi, Streamlit, Excel, Powerpoint
- Project Management: LinkedIn ad Strategies, Target Demographic, Sales performance analysis, Marketing postage campaigns
- Databases: MySQL, SQL Management Studio

### INTERESTS

- Self Development: Reading, Podcasts, Documentaries, Self Learning
- Passions: Business & Entrepreneurship, Technology, Fintech, Political science, History, Economics
- Lifestyle Interests: Running, Hiking, Camping

### SOCIALS



<https://www.linkedin.com/in/jacob-pointon-722399207/>



<https://github.com/Jacobp93>

### PROFILE

I'm a motivated IT professional with extensive experience in data management and front-line tech support. Currently, I provide valuable data insights and problem-solving solutions to senior leadership by leveraging my analytical skills and proficiency in applications such as SQL, Power BI, and Snowflake Data Cloud to support an SDR sales team. I've streamlined sales conversions, implemented new processes, and outlined data strategies for selected industries while also improving proficiency in languages such as Go-Lang and Python in my free time.

### WORK EXPERIENCE

#### Data Researcher

##### Big Change June 2022 - Present

- Utilizing analytical skills and applications such as SQL, Power BI, and Snowflake Data Cloud to provide valuable data insights and problem-solving solutions to support an SDR sales team.
- Successfully minimized SDR research time by refining reports and conducting quality analysis on sales leads.
- Researching new industries and sectors for sales to improve sales strategies.
- Outlined data strategies for core and mid-markets within selected industries to support marketing operations.
- Streamlining sales conversions from an application standpoint and implementing new processes to improve sales conversions.
- Deploying new sales enablement tools to compliment the CRM (HubSpot) and providing application support for both SDR and marketing teams.
- Managing the HubSpot CRM account as the admin, implementing inbound SDR processes, and monitoring PPC performance.
- Project Management of Marketing campaigns
- Attending weekly Senior Leadership meetings to provide data analysis to support company growth

#### Application Support

##### Leeds City Council Feb 2020 - Jul 2021

- Validate, update and input data for an educational school census import every financial quarter
- Refines import/export process within bespoke software
- Communicates with schools to update their held data/confirm correct information
- Providing IT tech support to access internal council IT systems using Remedy Service Desk by BMC
- Log and complete support tickets, quickly responding to escalations and providing excellent customer service as 1st & 2nd line support
- Using Microsoft SQL Management Studio to create stored procedures and support application development projects
- Investigating issues and any other IT problems during help desk support
- Supporting on cross council application improvement projects across the council for our bespoke software

#### Administration Officer

##### Leeds City Council Mar 2017 - Feb 2020

- Providing administrative support to children with special needs in the education sector as a member of the SENSAP team.
- Conducted educational health care plan assessments and facilitated school placement to ensure optimal support for special needs students.
- Demonstrated knowledge of statutory assessments and special educational needs to provide appropriate support for parents and stakeholders.
- Collaborated effectively with team members to achieve shared objectives.
- Ensured attention to detail and accuracy in all administrative tasks to ensure high-quality service delivery.
- taking phone calls and providing information or forwarding to the correct department
- Completion of a business admin apprenticeship alongside day to day business

#### Paul Monaghan - Chief of Sales (Big Change)



Available on request



Paul.Monaghan@bigchange.com

#### Lee Parkinson - Senior Data Applications Manager (Leeds City Council)



Available on request



Lee.Parkinson@Leeds.gov.uk

# JACOB POINTON

DATA RESEARCHER

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TO WHOM IT MAY CONCERN,

Thank you for taking the time to review my resume. I am eager to bring my adaptable skills in data management, project management, and communication to contribute to the success of your organization. With extensive experience in providing valuable data insights and problem-solving solutions to support SDR and marketing teams, I am confident that I possess the skills and knowledge necessary to be a strong candidate.

My proficiency in applications such as SQL, Power BI, and Snowflake Data Cloud has allowed me to implement new processes and outline data strategies for selected industries. Additionally, I have successfully built a 2-year-long mid-market strategy. In addition, my experience in providing IT tech support and my attention to detail in administrative tasks have prepared me to take on any challenge and ensure high-quality service delivery.

As a team player, I am eager to collaborate with others and provide high levels of communication to achieve shared objectives. I am excited about the opportunity to develop my career further and discuss my experience and how I can contribute to your organization.

Please do not hesitate to contact me if you require any further information or would like to schedule a phone call. Thank you again for your time and consideration.

SINCERELY,

A handwritten signature in black ink that reads "Jacob Pointon". The signature is written in a cursive, flowing style with a large initial 'J'.

JACOB POINTON

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