JACK MCCANN

615-478-4768

hellojackmccann@gmail.com

linkedin.com/in/jackmccannofficial

github.com/jackmccann

ABOUT

Data Analyst bringing speed to insight. Analysis is not just about the data, it's about being capable of communicating it in a clear, concise, and compelling manner. With a degree in Corporate Communication and over seven years of leadership on the business end of tech and marketing, I have substantial experience working cross-organizationally with stakeholders, identifying key metrics, and deriving actionable strategies from data driven insights.

SUPERPOWER

Insatiable Curiosity

SKILLS

Data analytics & visualization

Inbound digital marketing

Experiential marketing

UI/UX design

Project Management with Scrum & Agile

Creative content development

Writing, speaking, presenting

Python, Anaconda, Jupyter Notebooks, PostgreSQL, pgAdmin, PowerBI, Tableau, HubSpot Enterprise, HTML5, CSS, Zoom, GitHub, Asana, Excel, PowerPoint, Word, etc.

ASSESMENTS

MYERS BRIGGS: ENFJ

GALLUP STRENGTHS FINDER: Strategic, Learner, Individualization, Futuristic, Adaptability

ENNEAGRAM: 3 (Achiever), wing 4 (Individualist)

EDUCATION

NASHVILLE SOFTWARE SCHOOL

FOCUS: Data Analytics

GRAD: JUNE 2020

BELMONT UNIVERSITY

MAJOR: Organizational & Corporate Communication

MINOR: Public Relations

GRAD: Dec. 2012 / 3.12 GPA

EXPERIENCE

Data Analyst | Nashville Software School | 12/19 - 06/20

- Data Analytics Full-Time Bootcamp | Extensive work Python, SQL, Anaconda, Jupyter Notebooks, Spreadsheets, pgAdmin 4, Tableau, Power BI Analytics Workflow, Exploratory Data Analysis, and more. Projects avail on GitHub.
- Full-time, projects-based, application of the analytics workflow to real-world problems drawn from a wide range of domains, such as: digital marketing, supply chain, healthcare, retail and financial services. Hands-on experience communicating findings via presentations and storytelling, building reports, and creating dashboards.

Project Examples:

- "Streaming Amid the Pandemic" - As populations quarantined during the outbreak of the coronavirus pandemic of Q1 2020, how has consumer content consumption changed by streaming service, demographics, and location compared to pre-pandemic quarters? Insights derived using Excel, Python in Jupyter Notebook by leveraging statistical databases and APIs. Visualized via PowerBI and Tableau.
- "The Joy of Dashboards" - A statistical visualization of Bob Ross' paintings on The Joy of Painting. Combined two datasets in Python about Ross' work, one on color palette, the other on elements used. Sliced in SQL, visualized in PowerBI. Discovered color trends through each season of the show and conditional probabilities for elements painted.
- "United Nations GDP and Internet Usage" - Exploratory data analysis of international gross domestic product and Internet usage by country. Found correlations using Python, queries, slices, and sorting geodataframes and visualizations in Jupyter Notebooks.
- "Lahman Baseball Statistics" - Team exploratory data analysis of baseball statistics. Insights derived from SQL queries, Excel Power Pivot, and pgAdmin 4. Visualized in Tableau.

Management Consultant | McCann Builds | Consultancy | 07/17 — 12/19

- Specialized in scaling mission-driven businesses in rising markets with a focus on working with entrepreneurs and investors in tech on creative content, digital marketing, and culture building.

Strategic Marketing Manager, Content Project Manager | Soundstripe | SaaS | Unlimited music for video | 03/18 — 06/19

- Served as strategist & scrum master scaling content deliverables cross-functionally to seven departments internally, as well as external stakeholders.
- Formed the data-driven approach by which company's creative assets are prioritized, distributed, and quantified. All assets, KPIs, processes, impact, etc, available in detail via portfolio: (new website link goes here)
- Helped grow company from 10k users and 150k MRR to 33k users and 650k MRR in under 18 months.
- Established marketing team's communication processes, later adopted cross-organizationally.
- Spearheaded company's core brand messaging and central campaign. Recognized by leadership as pivotal to Soundstripe's successful creative content and advertising strategy — resulting in steady growth of monthly recurring revenue from $150,000 MRR to $650,000 MRR in under 18 months. Click here for case studies.
- Earned the title of "Cultural Co-Founder" by Soundstripe's leadership for impact on my team. It's worthy to note that Soundstripe was awarded Best Cultural in Tennessee for a company of its size in 2019 (50 people at the time).

Business Intelligence Strategist | Elevate United | Digital Marketing Agency | 06/16 — 07/17

- Spearheaded brand strategies for clients helping grow company from 2 to 25 clients spanning industries such as education, e-commerce, healthcare, real estate, wealth management, fashion, and more.
- Led discovery and strategy meetings to help clients determine brand assets, tangible KPIs, core value proposition, etc.
- Learned digital marketer mastery in: customer value optimization, analytics & data, email marketing, SEO, social & community, content marketing, conversion funnels, paid traffic, and e-commerce marketing, StoryBrand Copywriter & Marketer Certification for Brand Storytelling & Authentic Conversion Messaging

Co-Founder, CEO | ON THE LIST | SaaS | Event experiences and upgrades | 03/14 — 06/16

- Built a company providing interactive brand platform for engaging audiences in aggregate locations. Unlike traditional sponsorships, our platform offered brands direct-to-consumer reach for marketing to attendees by tour and market, as well as campaign analytics. On the attendee side we connected them to sponsored event experiences and up-sells.
- Top 5 finalist out of 1,000 teams pitching to tech moguls at StartupBus North America.
- Selected to be 1 of 8 companies for the Entrepreneur Center & CMA's inaugural Project Music Accelerator.
- 10,000+ hours of design and development for responsive websites, APIs, and native iOS apps.
- Gained thousands of hours of experience in presenting to thousands of people at every level of organizations.
- Learned how to coach, receive coaching, absorb feedback, sell, prioritize via Agile & Scrum, and measure KPIs.
- Cultivated a vast network, keen eye for talent, and shrewd decision maker radar.
- Discovered personal resilience and professional transformation.

Strategic Partnership Director | MarchOne Music | Live event promotions company | 01/2013 — 04/2014

- Led corporate sponsorship partnerships for company to 24 venues and 3 festivals across 12 southeastern markets. Facilitated strategy, company merger, sponsorships, experiential activations and logistics.
- Created digital and experiential marketing campaigns, local radio promos, and onsite activations. Media kit on LinkedIn.
- Clients included: Skrillex, Pretty Lights, Bassnectar, Snoop Dogg, Griz, Moon Taxi, Cherub, Nas, With Your Friends Fest, Illumination, Uber, Griffin Technologies, Redbull, etc.