

BRANDON T. JACKSON

Current Address

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Permanent Address:

1848 Oakland Blvd Apt A
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EDUCATION

The University of Texas at Austin

Red McCombs School of Business

Bachelor of Business Administration

Supply Chain Management

Northwestern University

McCormick School of Engineering

Graduate continuous studies

Masters of Science in Predictive Analytics

PROFESSIONAL EXPERIENCE

3/18-Current **Data Jackson, LLC** Houston, TX

Executive Data Strategy Consultant

- ♦ Built a business intelligence software that enables digital marketers to optimize their brand strategy
- ♦ Generated \$11,000 in revenue in 18 months as independent contractor for Data Strategy Consulting
- ♦ Created and hosted 3 Corporate Data Strategy workshops on “How to Build a Data Analytics Culture”
- ♦ Started Chief Data Talk, a national panel discussion for Applied Data Science for Robust Data Strategies
- ♦ Contracted Data Science Mentor with Thinkful.com for business professionals transitioning careers
- ♦ Partner with senior business executives and key stakeholders in creating the data science roadmap
- ♦ Educated data governance across the business and improve the overall business performance
- ♦ Inform executives of the latest data science trends, techniques, and best practices

3/17-Current **Revionics (Remote)** Houston, TX

Manager, Global Science Services – Markdown Price Optimization

- ♦ Manage/inspire a team of global data scientist to eat, sleep, and breath innovation through advanced analytics
- ♦ Global trainer for retail executives on the science of price optimization to drive organizational buy-in
- ♦ Developed and implemented five \$10K Item Strategy Analysis using price optimization principles
- ♦ Created a price response Store Zone Clustering services valued at \$75K that generated \$1.2 million in revenue
- ♦ Used python to automate and design customer deliverables for price optimization value measurement
- ♦ Establishes actionable KPIs and success metrics and ensures that there is timely and accurate reporting
- ♦ Build and manage / support data collection in the department, cross-channel data integration, data visualization, dashboards, predictive analytics, and data mining
- ♦ Extensive experience solving analytical issues through quantitative approaches and machine learning methods
- ♦ Identify business opportunities using advanced statistical methods, data mining techniques, and information retrieval
- ♦ Lead a cross-functional group in a unified direction with an ability to influence business leadership and executives.

4/15-3/17 **Revionics (Remote)** Austin, TX

Sr Data Science Scientist

- ♦ Served as lead data scientist for customer implementation for base price and mark down price optimization
- ♦ Created the conceptual framework for customer facing KPI dashboard used by over 50 global retailers
- ♦ Championed the adoption of Tableau to improve reusability and efficiency of existing science services
- ♦ Drastically increased operational efficiencies through automating several analytical services workflows
- ♦ Leads the department in the development of new insights, advanced modeling techniques, and data science capabilities
- ♦ Utilizes SQL, BigQuery, and MySQL languages and technologies for the purpose of extracting and processing data for the business’s analytical needs

1/13- 4/15 **Coyote Logistics** Chicago, IL

Supply Chain Predictive Analyst – Junior Data Scientist

- ♦ Proficient application and validation of classification, regression, A/B testing, experimental design, and general statistical modeling.
- ♦ Built enterprise-wide analytic dashboard using Tableau for real time reporting and KPI tracking

- ♦ Engineered an automated time series forecasting engine in R to set organizational performance metrics
- ♦ Created attrition model used to identify best practices for hiring using survival analysis in R
- ♦ Educated C-Level executives on data mining and rapidly deploying fact-based solutions

5/09-1/13

FedEx Ground

Chicago, IL

Operations Manager & GIS Analyst

- ♦ Successfully lead and transitioned terminal operations from last in district of 15 to top 3 in 18 months
- ♦ Served as project manager during implementation of Geographic Information System
- ♦ Reengineered 30 delivery routes and surpassed historical driver productivity, capacity, and utilization
- ♦ Optimized warehouse workflow and received recognition for best performing facility in SE region

SKILLS

Proven thought leader with a keen ability to develop, implement, and validate KPIs to solve any business problem. Delivering global pricing solutions with frequent travel between North America, EMEA, APAC, and LATAM. Result-driven individual, he must be a strategic and creative thinker, be highly analytical, be highly organized, be able to handle multiple simultaneous tasks and meet aggressive deadlines, be a team player, be comfortable working in cross-functional settings, be comfortable working with business executives and top leadership, be proactive and a self-starter, and have an ability to stay calm in times of adversity and uncertainty. Dense portfolio of technical and computational skills with the ability to train, test, and validate predictive models using R and Python. Demonstrated and successful experience leading a data science team through the implementation of new data science models, tools, and techniques that lead to improvement in business performance due to a continued culture of informed decision-making. Exceptional communication skills in order to be able to tailor and convey technical messages in a clear and understandable manner