



# BRIEN JONES

ANALYTICS & BUSINESS INTELLIGENCE DIRECTOR

## CONTACT

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📍 Fairfield, CT

## EDUCATION

2008-2011

FAIRFIELD UNIVERSITY

- MBA - Marketing

CARLETON COLLEGE

- BA - Psychology

## SKILLS

- SQL
- DBT
- Git
- Ruby on Rails
- React.js
- Data Modeling
- Algorithm Engineering
- LookML
- Data Visualizations
- Data Science
- Marketing Analytics
- ETL & Data Integrations
- Python

## PROFILE

I'm a data-driven problem solver with a strong track record of building custom solutions that improve functionality and enhance services. I work comfortably both as part of a team and on my own, using tools like SQL, data visualization platforms, version control, and data pipelines to bring ideas to life.

## WORK EXPERIENCE

### Recruitics

2020-2024

Director of Analytics

- Developed and implemented job sponsorship bidding algorithms leading to global rollouts of key clients such as Doordash, Instacart, and Shipt generating \$10+ million ARR.
- Created the Talent Market Index resulting in 250%+ growth to inbound qualified sales leads within months through exposure via articles in Forbes, Staffing Industry Analysts, etc.
- Integrated third-party analytics tools such as Looker into existing infrastructure with 90% client adoption within a year.
- Evolved the company's tech stack from reliance on 3rd-party database and SQL tools to an in-house Analytics Engineering team.

### Recruitics

2016-2019

Manager of Business Intelligence

- Designed and rolled out a company-wide industry benchmarking tool, providing the company subject matter expertise leading to increased sales leads, client satisfaction, and client retention within 2 months.
- Pioneered custom SQL-based web event attribution models for client tracking of core ROI metrics, surpassing all competitors' offerings.
- Constructed turnkey reporting dashboards through iFrame embedding in internal applications, providing bespoke insight for clients into their individualized KPIs.

### Recruitics

2014-2015

Marketing Analyst

- Researched and implemented a comprehensive SQL and Redshift tech stack cementing the company as the #1 product offering in its industry niche.
- Produced a high volume of accurate reporting to internal stakeholders and 80% of the client portfolio, balancing standardization and custom implementation needs.