

Jack O'Brien

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Work Experience

LiveIntent, Inc, Remote

Feb 2021 – Sep 2023

LiveIntent, one of the world's largest people-based marketing platforms, connects 2,500 publishing and advertising brands with over 250 MM verified people every month, across all types of media.

Senior Revenue Operations Specialist

Feb 2023 - Sep 2023

- Built a native auto-fill text template to replace paid tool (WalkMe) within Salesforce, saving the company \$60k per year
- Fully integrated *Qualified*, a pipeline generation platform, with our Salesforce instance
- Taught and trained new hires across the RevOrg on key processes and sales tools
- Managed data cleanup projects in Salesforce, including updating Roles Hierarchy for all users in our system
- Tested and evaluated new technology solutions

Business Operations Analyst

Feb 2021 - Jan 2023

- Managed the rollout, knowledge transfer, and adoption of best practices on leveraging our CRM (Salesforce) to entire RevOrg
- Maintained and updated our Salesforce automation, using Process Builder, Workflow and Flow
- Worked cross-functionally with Marketing, RevOrg and Ad Operations to ensure workflow success across the company
- Helped problem-solve troubleshooting questions and operational inefficiencies in Salesforce, Gong.io, Outreach and other systems
- Maintained data quality to support Salesforce integrations with tools/databases used in reporting and analysis
- Created data-driven reports for RevOrg leadership to drive business decisions using our sales tool stack

Ministère de l'Éducation Nationale, Lille, France.

Oct – Dec 2020

Assistant de langue anglaise (English Assistant Language Teacher)

- Taught in a non-English-speaking country, which strengthened my ability to clearly communicate complex ideas and concepts
- Led discussions and lessons in French and English for over 10 classes of 30+ students
- Prepared two lesson plans each week, focusing on pronunciation, grammar, and vocabulary

Merton Lawyers, New York, NY

Apr – Oct 2020

Business Analyst

- Lead Merton Lawyers (an Australian based law firm) global expansion into the United States
- Developed analysis of US market opportunity
- Established relationships with Australian/American industry and funding bodies (government/private) to aid company expansion
- Presented key analytical findings on expansion opportunity to Merton Lawyers' co-CEOs and senior Partners
- Prepared a P&L statement on the cost of launching in the US, based on a budget of \$250k

Commonwealth Joe, New York, NY

Jun – Aug 2019

Business Development Intern

- Leveraged outbound leads through cold calling, email, and social media to qualify potential sales prospects
- Used CRM (Close.io) and other sales tools, built prospect lists, and shared results with the larger sales team

Empire Global Ventures, New York, NY

Jun – Aug 2018

Data Research Analyst Intern

- Ensured data quality by completing frequent cleaning, while managing bulk uploads of full constituent dataset into master table
- Analyzed company's associated Twitter accounts posts to determine peak times for retweets to achieve maximum viewing

Education

Hamilton College, Clinton, NY

May 2020

Bachelor of Arts in Mathematics and French

- **Hamilton in France**, Paris, France [Jan – May 2019]
- **Arcadia University in London**, London, United Kingdom [Sep – Dec 2016]

Harvard Business School, Boston, MA

Jun 2020

Certificate Program, Disruptive Strategy

Leadership

LiveIntent, New York, NY

Oct 2021 – Mar 2022

Committee Member @ Neurodiversity Employee Resource Group

- Facilitated group discussions on topics including Neurodiversity in the workplace and Developmental Disability Awareness Month
- Acted as a person of contact for any neurodiversity topics for the company

Skills

Technical: Salesforce Certified Administrator ; Advanced Proficiency in Excel; Intermediate Proficiency in SQL, R, Tableau

Language: ACTFL Advanced Proficiency in French