

## JACOB L. GARRISON

### EDUCATION

#### **Bachelor of Business Administration**, December 2017

Double Major Economics & Marketing  
University of Kentucky, Lexington, KY

### CERTIFICATIONS

#### **Data Analytical Sciences**, May 2022

Vanderbilt University, Nashville, TN

### SKILLS

Software Proficiency: SQL (Snowflake), Salesforce, Looker, WinSCP, Excel, Tableau, Python, Cygwin

Technical Skills: Data Management & Analysis, Client Relations, Consulting, Marketing & Advertising.

Team Management: Cross-Functional Collaboration, Organization and Planning, Task Delegation.

### EXPERIENCE

#### **DIRECTV Business Analyst**, New York City, NY (*Remote*)

April 2022 – Current

- Analyze and build SQL queries in Snowflake to extract, validate, and transform customer data sets used for marketing analytics.
- Support account executives during the pre-sales process by managing data for multiple simultaneous projects so that campaign deadlines are met, and advertising revenue is maximized.
- Act as liaison between internal stakeholders and third-party data vendors to align business needs with technical solutions.
- Coordinate and work with cross-functional teams to resolve any data discrepancies, while proactively identifying and resolving pipeline and reporting issues to improve data reliability.
- Utilize Looker and WinSCP to send reports to third-party data vendors to measure the effectiveness of campaigns and complete the post-sales process.
- Delegate tasks with international engineering teams using JIRA to implement projects.
- Create documentation and best practices around reporting workflows, improving onboarding and knowledge across teams.

#### **Volt Workforce Solutions Staffing Consultant**, Nashville, TN

March 2021 – April 2022

- Work with clients by conducting interviews and evaluating candidates to support employment objectives.
- Achieved the highest single-sale record for a permanent position hire in the Southeast Region.
- Negotiated proposals with new clients to find common ground on agreement terms.
- Managed employee relationships to secure smooth work operation environments.

#### **Midwest Communications Inc. Marketing Consultant**, Nashville, TN

February 2020 – August 2020

- Established revenue goals utilizing a customer-focused sales approach with existing and new customers.
- Implemented and designed digital advertising campaigns for new clients.
- Collaborated with marketing teams to develop creative briefs on advertisement campaigns.

#### **General Electric Appliances Area Sales Manager**, Louisville, KY

November 2018 – February 2020

- Managed a \$13.4M dollar territory and provided buyer satisfaction to over one hundred clients in the southeastern region.
- Communicate and delegate with cross-functional teams to ensure orders were delivered on time and customer satisfaction goals were met.
- Collaborated with internal and external creative partners to ensure adherence to brand creatives and visual storytelling across consumer experiences.