JAKE WATSON

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Data and AI professional with experience building scalable data models and driving data-driven outcomes. Currently pursuing a Master's in AI, focusing on reinforcement learning, generative AI, deep learning, and MLOps. Skilled in bridging technical and business needs to support impactful decision-making.

EXPERIENCE

Jan 2019 - Aug 2024

GUIKER

Manager, Analytics Engineering & RevOps | May 2023 - Aug 2024
Skills: data strategy, product design, leadership; version control (Git); python; machine learning

Owned and optimized the organization's data strategy and ETL pipelines, providing actionable insights to technical and non-technical teams.

- Collaborated cross-functionally to develop self-serve data products, improving decision-making and operational efficiency.
- Implemented software development best practices (version control, CI/CD, modular design) to enhance data accuracy and productivity.
- Built complex SQL queries using CTEs and window functions to support key performance metrics.
- Established coding standards, documentation, and testing practices across the data team.
- Mentored a Revenue Operations Specialist in technical and strategic growth areas.
- Led a cost optimization project using K-means clustering, cutting marketing costs by 50% while maintaining lead volume.

Analytics Engineer | Aug 2022 - May 2023
Skills: SQL, NoSQL (Mongo), ETL (dbt, Fivetran), visualization (PowerBI)

- Built dynamic PowerBI dashboards to visualize business-critical KPIs and inform executive decisions.
- Designed ETL pipelines using dbt and Fivetran, improving data access and reliability.
- Wrote performant SQL queries and created ad-hoc reports to address key business questions and support cross-functional initiatives.

Revenue Operations | Jan 2020 - Aug 2022
Skills: GTM leadership; Salesforce CRM architecture (Certified Administrator ID 21485247)

Oversaw outbound sales efforts; revenue strategy; CRM admin.

- Managed outbound sales operations, revenue processes, and Salesforce CRM administration.
- Built and optimized GTM strategies, driving $800K in monthly pipeline for a new proptech product.
- Set up a centralized Salesforce data platform as the company's primary source of truth.
- Supported a team of 10 in outbound sales processes and operational analytics.

Feb 2016 - Nov 2019

BUS.COM (YC W2016)

Rideshare Lead
Skills: data-driven go-to-market; relationship building; strategic selling

Led analytics-driven strategies in new business, retention, and operations for the rideshare division from seed to Series B.

- Increase department revenue from $50K to $2M annually.
- Collaborated with technical and business teams to align analytics across sales, operations, and customer success, delivering a seamless client experience with a churn <1%.
- Secured strategic partnerships with marquee clients, including Coachella and Live Nation.

EDUCATION

WORCESTER POLYTECHNIC INSTITUTE *(completing in 2026)*

Master of Science in Computer Science, AI track
Courses: Generative AI, Deep Learning, Reinforcement Learning, MLOps, Systems & Network Programming (C/C++)
Projects:

- Using DQN to play Atari Breakout - Score: 300.22; GitHub.
- Comparing off-policy and on-policy RL approaches to Pac-Man (Rainbow DQN, PPO); GitHub; Report
- Deploying a custom machine learning application on Docker and visualizing performance in Prometheus and Grafana; GitHub.

UNIVERSITY OF WATERLOO

Advanced Diploma in Data Science and Machine Learning.
Projects:
- Custom CNN for Image Classification [Project file](). [Report]();
- [Recommendations for a Modern Data Stack]()

MCGILL UNIVERSITY

Bachelor of Business Administration