

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