Jonah Ortiz

Jonahg.ortiz@gmail.com | (949) 370-2188 | San Diego, CA | Full Profile on LinkedIn /in/jonahgortiz

SKILLS & INTERESTS

- **General Skills:** Business Intelligence, Dashboards, Databricks, Snowflake, Looker, Agile Sprints, JIRA, GitHub
- **Languages/Scripting:** SQL, Python, LookML (Looker), VBA, ThoughtSpot Modeling Language (TML)
- **Visualization Tools:** Tableau, ThoughtSpot, Microsoft PowerBI, Looker, Looker Studio (GDS)
- **Interests:** Basketball – Playing & Watching! Golf, Camping & Hiking, Fitness & Weightlifting, Travel, Gaming

WORK EXPERIENCE

HP INC. (HPQ)   May. 2021 – Present
Business Intelligence Analyst III | May 2021 - Present   *San Diego, CA / Telework*

Drive end-to-end analytics across HP's Instant Ink subscription funnel, delivering scalable reporting solutions that translate complex data into clear, actionable insights for product, marketing, and program teams.

- **Build and scale reporting ecosystems** using Databricks and ThoughtSpot, enabling cross-functional teams to track user behavior and business outcomes across acquisition, activation, churn, and retention.
- **Lead Analytics for Subscription Pilot services –** Lead the Printer and PC as a service Pilots for our Subscription Services division, helping to build out end to end reporting funnels from acquisition all the way down to cancellation, churn and delinquency.
- **Agile Methodology -** Collaborate cross-functionally with Program, Marketing, and Operations teams in biweekly agile sprints, participating in regular internal scrums and program-specific standups; manage work through JIRA while remaining flexible to address high-priority ad hoc requests and evolving business needs.
- **Help Scale Pilots to increase incremental Enrollees –** Reporting out on net new 3.9k+ enrollments to these programs, representing $46M in projected annualized revenue to our subscription base.
- **Developed full-funnel reporting** from landing page to checkout, cancellation, and delinquency — supporting initiatives from a full customer journey perspective, migrating from ad-hoc reports to full funnel dashboards.
- **Streamlined dashboard delivery** by migrating legacy into ThoughtSpot using Databricks semantic layers, enabling self-serve analytics and reducing ad hoc reporting time by more than 40% across several programs and pilots.

SEER INTERACTIVE   July. 2018– May 2021
Analytics Account Manager | February 2020 – May 2021   *San Diego, CA*
- Managed the end-to-end analytics strategy and implementation for a diverse portfolio of clients across multiple industries and verticals.

Senior Analytics Associate | June 2019 – February 2020
- Supported digital analytics and reporting for smaller clients, delivering insights via GA/GA4, GTM, Adobe Analytics, and BI dashboards. Enhanced expertise in BI, web tracking, and actionable insight delivery.

Analytics Associate | July 2018 – June 2019
- Established the building blocks of a career in Digital Marketing through work in several technology stacks: primarily working in Google Analytics as a GA Agency Preferred Partner.

HAVAS EDGE   June 2016 - June 2018
Attribution Analyst | August 2017 – June 2018   *San Diego, CA*
Media Analyst | August 2016 – August 2017
Short Form Media Intern | June 2016 – August 2016

EDUCATION

San Diego State University   2012 - 2016
B.S. Business Administration   *San Diego, CA*