PATRICK CARMICHAEL
pcarm92@gmail.com | 617-862-8819 | pcar.me/linkedin

PROFESSIONAL SUMMARY:

Data-driven **Solutions Engineer** with **6+ years** of experience in **ad tech, revenue optimization, and analytics** across major media and technology platforms. Expertise in **SQL, Python, AWS (S3, Athena), BigQuery, Google Ad Manager, and FreeWheel**. Proven track record of driving **25%+ revenue growth**, reducing data processing times by **30%**, and leading cross-functional projects to optimize monetization strategies. Passionate about **automation, programmatic strategy, and data-driven decision-making** to drive business efficiency.

PROFESSIONAL EXPERIENCE:

Burt Intelligence – Solutions Engineer | May 2024 – Nov 2024
- Resolved **95% of client issues within 24 hours** using **Confluence, JSON configs, and Athena SQL**.
- Optimized **data workflows** in **AWS S3**, ensuring seamless exports to **BigQuery** and improving data accessibility.
- Built **custom API integrations** and **data scraping solutions** to enhance real-time analytics.
- Led **production pushes**, coordinating with **engineering teams via Jira**, ensuring smooth deployments.

Bloomberg – Global Pricing & Inventory Analyst | May 2023 – Nov 2023
- Managed **ad inventory, rate cards, and pricing** across **8+ digital platforms**.
- Increased **deal closure rates by 22%** by refining pricing strategies and collaborating with **sales & BI teams**.
- Developed **automated dashboards** in **SQL, Datorama, and Tableau**, improving efficiency by **30%**.
- Worked with senior leadership on **AI-driven generative tools** to enhance **sales funnel automation**.

Google – Revenue Lead, Large Partner Solutions | June 2022 – Jan 2023
- Led **15+ publishers**, optimizing yield and achieving **25% revenue growth** on a **$200M+ portfolio**.
- Designed **automated revenue analytics pipelines**, saving **2+ hours per week** and impacting **$5M+ in quarterly revenue**.
- Mentored a **Digital Marketing Apprentice,** leading to their full-time hiring in Google's Marketing Group.
- Led **4+ DEI & LGBTQ+ initiatives** to **foster workplace inclusion**.

Paramount – Sr. Digital Platforms & Pricing Analyst | July 2018 – June 2022
- Increased **programmatic ad revenue by 50% YoY**, generating $25M+ in profits through yield optimization.
- Managed **50+ programmatic partners**, boosting fill rates by 28% across Viacom, CBS, and PlutoTV.
- Developed **live SQL-powered dashboards**, increasing data visibility by 65% across 5M+ daily ad impressions.
- Improved **campaign performance by 30%** in **3,000+** digital ad campaigns through strategic pacing.
- Executed **12+ corporate partnerships** with organizations like **GLAAD & ACLU** to advance **LGBTQ+ initiatives**.

EDUCATION:

UMass Amherst, Commonwealth Honors College
BBA Operations & Information Management, Information Technology
- Cumulative GPA: 3.66 –Dean's List (All Semesters).

TECHNICAL EXPERTISE:

Data & Analytics:
- SQL (Advanced), Python, ETL, AWS (S3, Athena), BigQuery, Excel, Google Sheets, Tableau, Looker Studio, Power BI

Ad Technology:
- Google Ad Manager, FreeWheel, Salesforce, YieldX, Operative, Custom Dashboard Development

Project Management:
- JIRA, Confluence, Smartsheets, HubSpot, Sprint Coordination

Core Strengths:
- Revenue Optimization, Programmatic Strategy, Cross-Functional Leadership, Data-Driven Decision Making