

<name>

Riley Budd

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calendar



Technologist, digital marketer, and serial entrepreneur with a hard science background.



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Team Building  
Networking & Sales  
Software Architecture  
Business Automation  
BI & Strategic Analysis  
Web Development  
Digital Advertising



Google Cloud Platform  
Amazon Web Services  
Docker  
Shopify  
Zapier  
Neo4j (graph DB)  
OpenAI



Python  
HTML, JavaScript, CSS  
Liquid, Jinja  
Cypher  
mySQL



English (native)  
Italian (prof. fluency)  
Spanish (working fluency)  
German (elem. fluency)

## WORK EXPERIENCE

holisticictrends.com

2021-2024

Co-founder and CEO

- Bootstrapped a marketing analytics software that peaked at a valuation of \$3M.
- Personally coded the first versions and architected later development.
- Assembled the founding team.
- Grew a sales network tapping into businesses collectively doing well over \$10B in annual revenue.
- Consulted multiple \$100M ecommerce brands, as well as the two largest privately held performance marketing agencies in the US (+\$1B valuation each).

Demand River

2020-2022

Managing Partner

- Built profitable \$500k/year client revenue streams.
- Built in-house software and other systems to improve operating efficiency.

Dallas Media

2019-2021

Media Buyer

- Managed +\$250k/month in ad spend across paid search and social.

## EDUCATION

Brigham Young University

2015-2019

Bachelors of Science, Mechanical Engineering

- Multi-variable Calculus, Linear Algebra, Differential Equations - essentially the foundation for applied mathematics.
- Thermodynamics, Robotic Controls, Mechatronics, Heat Transfer, Flight Vehicle Design, etc.

Business Minor

- Accounting, Finance, Marketing, Economics, etc.

## HOBBIES

Skiing, Climbing, Hiking, Travel (17 countries, 18 states), Writing, Poetry.