



# Tony Jacobs

Big Data Cloud Specialist



Austin, Texas



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<https://tonyjacobsccloudpro.github.io/Jalpc/>



## BACKGROUND



### ABOUT

Certified and accomplished Multi-Platform Cloud Specialist with an extensive background in Big Data, Datawarehousing, Analytics, Machine Learning, and Resilient Streaming Systems.



### WORK EXPERIENCE

- **Big Data Oil & Gas Cloud Consultant**, DrillingInfo - I was architect for the company's very first cloud business intelligence product offering seen here...

Jun, 2019 - Present

I currently provide design and analysis advice, recommendations, proto-types, as well as database migration assistance for high-value clients in the energy sector. I am familiar with various big data architectures, etl methodologies, and various devops practices in support of oil & gas activities within AWS, GCP, and Azure cloud platforms.

- Immediate response, troubleshooting, and remediation of high-value client data feeds.
- Database migration projects to move legacy systems to new cloud platform storage methods (RDS, Redshift, S3, and Data Lake).
- Designed mobile phone monitoring and validation procedures manage issues within contractual SLAs.

#### **Big Data Specialist**, DrillingInfo

Apr, 2014 - May, 2019 ⌚ 5 years 1 month

Selected to join the prestigious DI Consulting team and played a pivotal role in delivering high-visibility and high-value product offerings and customer solutions. Most memorable achievement was the opportunity to design and build DrillingInfo's very first Cloud DB Offering (DIBI), which

significantly affected sales, subscriptions, and generated a crazy amount of cloud interest within the first few months of release.

- Sole architect and developer of DrillingInfo's DIBI Cloud database.
- I was provided the vision and requirements by management and executed the plan with minimal supervision.
- Data discovery and requirements gathering.
- Data modeling (conceptual, logical, physical).
- Working with RDS, SQL Server, PostgreSQL, Oracle, and S3 for storage.
- Heavy use and creation of on premise SSIS packages for orchestration of ETL processes to simplify delivery to customer cloud databases.
- Heavy use of FME (aka. Feature Manipulation Engine) as a data integration platform for supporting spatial data worldwide.

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**Consultant - Data Architect, EZCORP**

Apr, 2013 - Jun, 2014 ⌚ 1 year 2 months

SQL Server Database Architecture and Design (OLTP/OLAP) engineer. Front lines with SQL Server Database Programming and Development to support multiple SSAS cubes primarily within the Microsoft BI Stack (SSIS, SSAS, SSRS, MDS).

- Gather and analyze business requirements and translate business needs into long-term business intelligence solutions leveraging the Microsoft technology BI Stack (SSIS, SSAS, and SSRS).
- Master Data Services support (MDS) and Data Quality Services (DQS).
- Developed SSAS Cubes (Multi-Dimensional/Tabular) as well as associated reports with appropriate dimensions and measures, configured attributes of dimension table with hierarchy relationships, deployed KPIs on SSRS, as well as added new measure groups and dimensions when necessary.

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**Consultant - Data Architect, Amherst Holdings**

Dec, 2012 - Jun, 2013 ⌚ 6 months

Designed an integrated datawarehouse proto-type to aggregate home loan data from CoreLogic to resolve the need to purchase pre-aggregated data from 3rd parties to significantly reduce costs.

- Predictive Analytics for positional bond trading (training set, test set) to identify best tranches and MBS (Mortgage-Backed Securities).
- Matching Algorithm creation for binding multiple home to loan datasets to identify undervalued properties to acquire in line with corporate strategy.
- Data and Requirements gathering, analysis, & design deliverables.
- Data Modeling (Conceptual, Logical, and Physical Models based on requirements).
- ETL Design (data profiling, source2target mapping, and etl).
- Data Dictionary design, creation, and implementation.
- Fact and Dimension table creation for consumption by Tableau, SSRS, & LogiAnalytics.

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**Information Management Specialist, IBM**

Jan, 2012 - Feb, 2013 ⌚ 1 year 1 month

Performed MDM Implementations for high-value clients across the world. Configured Initiate MDM member data models, data standardization algorithms, bucketing, data derivation, weight generation, & bulk cross matching. Instance/Hub/Client Tools creation and deployment.

- MDM Implementations - Clients: Adventist Healthcare | Advocate Healthcare | Choice Hotels
- Instance/Hub/Client Tools configuration and deployment.
- Customer requirements gathering, analysis, & review.
- Configure Initiate MDM member data model.
- Configure Algorithms (Standardize data, bucketing, & comparison functions).
- Initiate MDM member data model configuration.
- Data derivation, weight generation, bulk cross matching, and deployments.

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### **Business Intelligence Engineer, Advanced Micro Devices**

Dec, 2011 - Sep, 2011 🕒 2 months

Performed requirements gathering, data profiling, data modeling (conceptual, logical, physical), and SSIS development to support fact and dimensional supply chain data for cube development and consumption.

- ASIA Sales/Inventory/ASP SSAS Cube Development.
- Requirements document analysis resulting in re-defining scope and deliverables.
- Identification of facts and dims with associated source-to-mapping document deliverable.
- Conceptual, logical, and physical data model deliverables.
- Cube specifications document deliverable.
- ETL (SSIS) Package SSAS Cube deliverables.

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### **Qlikview BI Consultant, NCSoft**

Mar, 2011 - Sep, 2011 🕒 6 months

Migration of Cognos Reports to QlikView Reports (6-month contract). I've always wanted to work for a gaming company and this was a bucket list opportunity.

- Analysis Phase – Identified and discussed QlikView system functional & technical requirements, proposed possible solutions with positive/negatives and provided a recommended solution, specified the final agreed upon detailed solution requirements.
- Planning Phase – Established the QlikView project management elements of the project, including communications, roles and responsibilities, initial timeline, processes and procedures.
- Design Phase – Conceptual, logical and physical data model development. Developed a 3-Tier Mixed (qvds & QlikMarts) blueprint (design document) for the construction of the QlikView solution (QVD Architecture, QVD Reload/Load Methodology, Publisher, and Server implementation & performance), including critical elements such as data sources and integration, application workflow, infrastructure, based on requirements.
- Checkpoint Phase – Assessed the design requirements against resources, timeline, and estimate to completion, making modifications when appropriate.
- Build Phase – Developed and integrated QlikView solution components to meet design specifications via an iterative development process.
- Test Phase – Testing of the QlikView system across multiple levels (unit, system, functional, user acceptance, performance, security), refined the solution to ensure acceptance.
- Deploy Phase – Preparation of finished QlikView solution, including design automation, developed required documentation (user guide, admin guide, user training).

- Review Phase – Project team discussions to gather lessons learned and assess project performance.

### Business Intelligence Engineer, HomeAway

Jan, 2009 - Aug, 2011 ⌚ 2 years 7 months

#### Microsoft BI Stack (SSIS, SSAS, SSRS)

- Heavy MS BI Stack (SSIS, SSAS, SSRS) development across the board.
- Worked with business users to define and analyze problems.
- Created conceptual, logical, and implemented physical data models.
- Develop and Manage Reporting Solutions, SSRS schedules, subscriptions, and security using Report Manager.
- Tableau Reporting Solutions, Server Product & Key management, licensing task automation.
- WMS for Integration with Tableau deployment.

### Business Intelligence Consultant - (Contract w/ extensions), DELL

Jun, 2004 - Aug, 2009 ⌚ 5 years 2 months

#### Microsoft BI Stack (SSIS, SSAS, SSRS) Business Intelligence Developer projects and activities.

- Implementation of tables, views, triggers, functions, stored procedures, constraints, indexes, full-text searches, as well as the creation of user-defined types to support database activities.
- SQL Server Performance Monitoring and Troubleshooting.
- Gathering of performance and optimization data via SQL Server Profiler, Database Engine Tuning Advisor, and DMVs.
- Monitoring of SQL Server Agent job history to identify failures, outcome details, and job activities.



## SKILLS

### Amazon Web Services (AWS) Big Data

SageMaker S3 EC2 EMR Route53 ElasticSearch Kinesis Firehose Kinesis Streams  
Kinesis Analytics Redshift Machine Learning DynamoDB

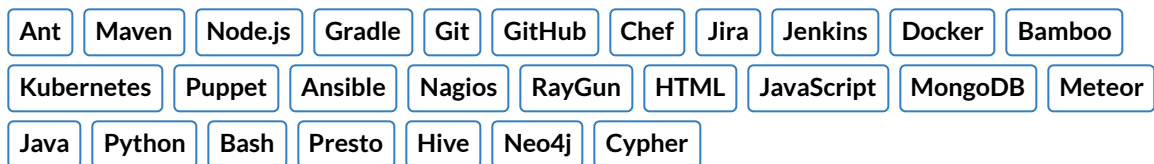
### Google Cloud Platform (GCP) Big Data

BigQuery BigTable DataFlow DataProc Pub/Sub Data Fusion Composer Catalog  
Data Studio DataPrep Google Sheets Data Transfer Cloud Storage DataLab

### Microsoft Cloud Platform (Azure) Big Data

RDBMS CosmosDB DMS Azure Datawarehouse Databricks HDInsight  
Machine Learning Stream Analytics Data Lake Store Data Lake Analytics Data Catalog  
Data Factory

### DevOps



## EDUCATION

**Information Systems , Bachelors ,** The University of Texas at San Antonio

Aug, 2001 - May, 2005

**Certified AWS Solutions Architect Associate , Certificate ,** Amazon Web Services

Jun, 2017 - Jun, 2020

- **Data Engineering, Big Data, and Machine Learning on GCP Specialization , Certificate ,** Coursera  
- Present
- **Google Cloud Platform Big Data and Machine Learning Fundamentals , Certificate ,** Coursera  
- Present
- **Leveraging Unstructured Data with Cloud Dataproc on Google Cloud Platform , Certificate ,** Coursera  
- Present
- **Serverless Data Analysis with Google BigQuery and Cloud Dataflow , Certificate ,** Coursera  
- Present
- **Serverless Machine Learning with Tensorflow on Google Cloud Platform , Certificate ,** Coursera  
- Present
- **Building Resilient Streaming Systems on Google Cloud Platform , Certificate ,** Coursera  
- Present
- **IBM Initiate MDM - Certified Professional , Certificate ,** IBM  
- Present
- **Tableau Certified Professional , Certificate ,** Coursera  
- Present
- **QlikView Certified Designer & Developer , Certificate ,** IBM  
- Present