

JACOB PAVONE

PROFESSIONAL CONSULTANT



INDUSTRY EXPERIENCE

- Banking
- Consumer Services
- Textiles and Fashion
- Digital Marketing
- Home Services

FUNCTIONAL EXPERIENCE

- Full Funnel Marketing Reporting
- Marketing Forecasting
- Product Costing Analysis
- Supply Chain Cost Forecasting
- Process Improvement
- Process Efficiency Reporting
- Process Automation
- API Development
- ETL Management and Construction
- Search Engine Optimization
- Campaign Performance Forecasting
- Data Storage Management

SYSTEMS EXPERIENCE

- SQL
- Python / PythonAnywhere
- Tableau / Tableau Prep
- Power BI
- Snowflake
- Google BigQuery
- Google Cloud Run
- Salesforce Cloud (Datorama)
- Servicetitan
- Google Analytics, Ads
- Microsoft Office (Excel, Word, PowerPoint, Outlook)
- Google Suite (Slides, Docs, Sheets)

EDUCATION & CERTIFICATIONS

Bachelor of Science, Fashion and Textile Management – North Carolina State University

EXECUTIVE SUMMARY

Data Analyst with experience delivering impactful data visualizations and actionable insights. Proficient in Python, Tableau, SQL, and advanced Google Analytics, with a focus on optimizing data processes and ensuring robust data integrity. Passionate about leveraging analytics to drive strategic decision-making and enhance operational efficiency within organizations.

RELEVANT EXPERIENCE

- Created automated Tableau dashboards to quantify asset vulnerability across enterprise environment. Dashboards are sent on daily to monthly cadence and have replaced manual Excel process, resulting in an increase in data integrity, automation, and security.
- Constructed ETL pipeline to provide clean data for reports in Power BI. Developed a script to access source data API and move data to Snowflake, then created SQL script that runs daily to clean and push data to tables for visualization.
- Delivered actionable insights and data visualizations for more than 50 external clients and internal reviews. Managed end-to-end data visualization projects, ensuring clear, client-tailored insights that supported strategic decision-making.
- Assisted in the development of an ETL pipeline for over 200 accounts, automating data collection across 10 unique reporting platforms. Packaged data into custom-built, fully automated dashboards tailored to client specifications.
- Built internal reporting platform infrastructure for 40 small business client accounts, covering full data lifecycle from data collection to reporting interface. Focused on enhancing user experience for internal teams, enabling account managers to efficiently and effectively update client reports.
- Led an agency-wide initiative to reduce manual data entry and reporting processes using Python, SQL, and cloud-scheduled scripts. Automation saved over 30 hours per month in data entry and cleaning.
- Audited prospective and new clients' data infrastructure and automation, providing actionable insights for improved security, agility, and automation. These audits often led to recommendations for increased data investments and additional services, driving higher client satisfaction.
- Played a key role in managing essential reporting platform transitions, ensuring smooth communication between clients, account managers, and specialist teams. Oversaw robust QA processes to establish new reporting standards.
- Supported client-specific statistical requests, including causal impact analysis, media mix modeling, and geographic forecasting. These analyses informed decisions on ad demographic targeting and campaign budget allocation, typically resulting in a 5-10% increase in core KPIs.

PROFESSIONAL CHRONOLOGY

2024	Professional Consultant <i>Vaco</i>
2023 – 2024	Data Analyst <i>TriMark Digital</i>
2023	SEO / Data Intern <i>TriMark Digital</i>
2022	Global Sourcing Analyst Intern <i>Kohl's</i>