

Blake Burch

Data Strategy + AI Leader

 Austin, TX

 jobs@blakeburch.com

TECHNICAL SKILLS

Data Storage

- S3/GCS/R2
- BigQuery
- PostgreSQL
- Redshift
- Snowflake
- Databricks

Data Management

- dbt (Cloud/Core)
- Fivetran
- Hightouch
- Looker Studio
- Metabase
- Tableau

AI

- Anthropic
- Cursor
- Midjourney
- Ollama
- OpenAI

Programming

- Bash
- GitHub
- HTML/CSS
- Python
- SQL

Product

- Arcade
- Betterstack
- Hotjar
- Intercom
- Retool
- Segment

Web/Design

- Descript
- Docusaurus
- Figma
- Ghost
- Sanity.io
- Webflow

OUTSIDE INVOLVEMENT

ATX Data Meetup Organizer (2023-Now)
ATX Tabletop Event Organizer (2023-Now)
Uplimit Data Curriculum Creator (2023)
Board Game World Series Finalist (2024)

CLIENT EXPERIENCE

- Cirque du Soleil
- GAP Inc.
- H-E-B Grocery
- Mindbody
- OpenTable
- Robert Half
- Sephora
- Travelocity

EDUCATION

 TCU - B.B.A
Fort Worth, TX

Majors - Marketing,
Entrepreneurial Management

Minor - Music

Seasoned leader and self-taught technologist with 10+ years experience building high-performance teams focused on analytics, automation, and data-driven results. Entrepreneurial mindset enables seamless adaptation between IC or management roles. Seeking data or product leadership role at a mission-driven company ready to scale with bold and innovative approaches.

WORK EXPERIENCE

Co-founder, Data & Product (Jun 2019 - Aug 2024)

 **Shipyard**

Shipyard was a low-code data orchestration platform that helped small businesses and enterprises execute data workflows end-to-end, competing with Airflow, Prefect, and Dagster. After five years, the underlying technology was absorbed by the parent company.

- Owned data, product, and business roadmap to scale the tool to over 2,600 organizations, executing 4.6mm enterprise-grade workflows with 99.9% uptime.
- Managed data pipelines and analyzed product insights using a mix of Segment, Fivetran, dbt, June, and Metabase to increase signups, MAU, and retention.
- Developed 155 open-source Python ETL integration packages across 40 data tools.
- Experimented with OpenAI and Anthropic APIs to design new "Words to Workflows" and "Conversations as Code" features to simplify the product experience.
- Designed, built, and optimized website content across Sanity.io, Webflow, Ghost, and Docusaurus, pulling in 8k monthly visitors with a 51 DR score.
- Hired and grew a remote team of 11 across Data, Engineering, Marketing, and Sales.
- Represented the brand publicly for 20+ podcasts, webinars, conferences, and panels.
- Spearheaded security efforts to achieve SOC2, HIPAA, GDPR, and CPRA compliance.

Head of Data Services (Apr 2018 - Jun 2019) PMG Advertising Agency

Data Science Lead (Apr 2016 - Apr 2018)

PMG is a full-service digital media company that specializes in technology development to help Fortune 1000 clients with advertising needs for Search, Social, and Display.

- Established PMG's Data Services teams (Engineering, Science, Activation) who designed data architecture, built ML algorithms, created templated dashboards, and deployed scalable solutions for 30+ high profile clients in 5+ industries.
- Managed monthly processing of ~1.2TB across 15+ tools to create standardized datasets, enabling 53k automated jobs and powering 80% of agency data usage.
- Reported directly to the CEO, developing long-term strategic vision for agency-wide Data Science, Predictive Analytics, Machine Learning, and AI initiatives.
- Hired and managed the career growth of 12 cross-discipline individuals.
- Partnered with Engineering, Product, Analytics, Account Services, and Leadership teams to identify client problems and plan new testing initiatives.
- Created agency-wide training curriculum for data literacy, SQL, and data usage.
- Led data strategy while acquiring and onboarding new clients. Responsible for written RFP responses, presentation development, on-site pitches, and project planning which helped bring in new clients with a total yearly digital spend of \$220mm+.

Sr. Marketing Manager (Mar 2015 - Apr 2016) PMG Advertising Agency

Marketing Manager (Jan 2014 - Mar 2015)

- Restructured and maintained the distribution of 90+ global structured data feeds containing over 700k products daily, powering 17% of our client's digital media spend.
- Managed and forecasted global digital marketing efforts for high-profile clients in the Retail, Service, and Travel industry with yearly budgets totaling \$20mm+.
- Drove 70%+ digital revenue growth two years in a row for my client while also generating \$500k in yearly agency revenue with only one attributed FTE.
- Partnered with development to create and test internal tools for analytics automation.
- Presented weekly industry and performance updates to clients and co-workers.

 **How I Connect**
bburch.my/socials

 **How I Write**
bburch.my/blog

 **How I Operate**
bburch.my/readme

 **How I Think**
bburch.my/speaking