Blake Burch

Data Strategy + AI Leader

📍 Austin, TX

✉️ jobs@blakeburch.com

Technical Skills

Data Storage
- AWS S3
- BigQuery
- GCS
- PostgreSQL
- Redshift
- Snowflake

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

AI
- Anthropic
- Midjourney
- Ollama
- OpenAI

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

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

Marketing
- Apollo.io
- Google Ads
- Google Analytics
- Hubspot
- LinkedIn Ads
- Sparktoro

Web/Design
- Descript
- Docusaurus
- Figma
- Ghost
- Sanity.io
- Webflow

Productivity
- Airtable
- Excel
- Linear
- Notion
- Powerpoint
- Slack

Client Experience

- Abercrombie
- Cirque du Soleil
- GAP Inc.
- H-E-B Grocery
- J.Crew
- La-Z-Boy
- OpenTable
- Orvis
- Robert Half
- Sephora
- Travelocity
- Wilbur Ellis

Seasoned leader with 10+ years experience building high-performance teams focused on automation, analytics, and data-driven results. Expert in strategy, process improvement, and effective experimentation. My entrepreneurial background allows me to learn quickly and adapt between producer or manager roles as needed. Seeking a mission-driven company that wants to scale with bold and innovative approaches.

Work Experience

Co-founder & CEO
Jun 2019 - August 2024

Shipyard
Austin, TX (Remote)

Shipyard was a DataOps platform that helped teams launch, monitor, and share data workflows end-to-end. After 5 years, the decision was made to close operations.

- Owned product and business strategy to build DataOps tooling from the ground up.
- Hired and grew a remote team of 11 across Data, Engineering, Marketing, and Sales.
- Created process to develop 150 open-source, ETL templates across 40 data tools, where updates could be instantly synced across the website, app, PyPi, and docs.
- Developed AI initiatives of "Words to Workflows" and "Conversations as Code" to streamline user time to value and simplify application functionality.
- Designed, built, wrote, and optimized website content across Webflow, Ghost, and Docusaurus to pull in 8k monthly visitors with a 51 DR score.
- Represented the brand publicly for 20+ podcasts, webinars, conferences, and panels.
- Spearheaded processes to achieve SOC2 Type II, HIPAA, GDPR, and CPRA compliance.

Head of Data Services
Apr 2018 - Jun 2019

PMG Digital Agency
Austin, TX

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 (Data Engineering, Data Innovation, Data Activation) who were responsible for designing data architecture, creating scalable solutions, templating dashboards, building algorithms, and implementing best practices across 30+ high profile clients in 5+ industries. This included orchestrating 53k jobs and processing ~1.2TB each month.
- Reported directly to the CEO, developing long-term vision and project plans for agency-wide opportunities in Data Science, Predictive Analytics, Machine Learning, and AI.
- Managed the career growth and development of 12 cross-discipline individuals.
- Partnered with Development, Product Management, Analytics, Account Services, and Leadership teams to identify client/industry problems, scope out potential solutions, and plan new development and testing initiatives.
- Created agency-wide training and certification curriculum for data literacy and usage.

Data Innovation Lead
Apr 2016 - Apr 2018

PMG Digital Agency
Fort Worth, TX

- Directed roadmap and strategy for a new business unit of 5, specializing in Structured Data Management, Experimental Analytics, Workflow Automation, and Algorithms.
- Experimented with new technology, ideas, and theories to drive improved results across Display, Social, and Search channels. Projects included:
    1) Reacting to influencer trends in real time
    2) Hourly omnichannel forecasting
    3) QA notifications for account management
    4) Inventory breadth and competitive impact scoring
- Assisted with agency data strategy throughout the acquisition and onboarding phase of new clients. Responsible for written RFP responses, presentation development, on-site pitches, and project planning. My efforts helped bring in 5 new clients, with a total yearly digital spend of $220mm+.

How I Connect
bburch.my/linkedin

How I Write
bburch.my/substack

How I Operate
bburch.my/readme

How I Think
bburch.my/speaking

Blake Burch

Data Strategy + AI Leader

📍 Austin, TX

✉️ jobs@blakeburch.com

Leadership Skills

- Strategic Vision + Ideation
- Cross-Functional Collaboration
- Project Management
- Goal + KPI Measurement
- Talent Sourcing & Onboarding
- Team Growth & Development
- Process Improvement
- Stakeholder Management
- Data Compliance & Governance
- Executive Presence

Speaking Opportunities

Podcasts & Shows

- Code Story
- Data Engineering Podcast
- DM Radio
- The Artificial Intelligence Podcast
- The CTO Show
- The Long Game
- Ticker News

Conferences & Events

- aiVolution
- Austin Tech Week
- Civo Navigate
- dbt Coalesce
- Google Performance Ad Council
- State of Search

Education

TCU - B.B.A
Fort Worth, TX

Majors - Marketing, Entrepreneurial Management
Minor - Music

Work Experience (cont.)

Sr. Digital Marketing Manager
PMG Digital Agency
Fort Worth, TX

Mar 2015 - Apr 2016

- Led strategic initiatives to grow brand awareness, increase search exposure, and drive increased revenue across digital channels for key clients.
- Consistently drove 70%+ digital revenue growth for an established retailer two years in a row. My efforts drove $500k in yearly agency revenue with only one attributed FTE.
- 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.
- Worked closely with a team of developers to create feature requirements, scope out milestones, and develop internal tools for analytics automation.
- Presented industry updates and internal tool improvements on a monthly basis to clients and co-workers.

Digital Marketing Manager
PMG Digital Agency
Fort Worth, TX

Jan 2014 - Mar 2015

- Managed and forecasted the global digital marketing efforts of high-profile clients in the Retail, Service, and Travel industry with yearly budgets totaling $20mm+.
- Developed solutions to optimize towards portfolio ROI goals across 4 countries.
- Implemented and analyzed A/B tests to gain key insights for account improvements.
- Communicated frequently with clients and vendors to maintain agency partnerships.

Director of Marketing
theCrew
Fort Worth, TX

Dec 2012 - Dec 2013

- Developed plans to market and assess 120+ yearly events with total budgets of $1mm.
- Restructured event preparation workflow to improve efficiency and communication.
- Supervised 2 graphic designers to create consistently branded promo materials.
- Managed 10 marketers to run social media, website, surveys, and distribution.

Owner & Instructor
Burch Enterprises
Mansfield, TX

Jun 2010 - Jun 2013

- Taught private lessons to 20+ students between 5th-12th grade in local districts.
- Developed individualized learning plans to improve student technique.
- Judged regional competitions and served as a clinician to provide group feedback.

Outside Involvement

Local Event Organizer
Meetup
Austin, TX

Jan 2023 - Current

I run monthly data happy hours and weekly board game meetups in Austin that average 50 and 25 attendees respectively. I'm passionate about building local connections and creating environments for like-minded individuals to interact.

Online Course Development
Uplimit
Austin, TX (Remote)

Jan 2023 - May 2023

I was hand-picked to develop a custom 4-week curriculum for Uplimit, entitled "Data-driven Business Process Automation". After announcing the course and collecting signups, the team pivoted and determined there was not enough demand.

How I Connect
bburch.my/linkedin

How I Write
bburch.my/substack

How I Operate
bburch.my/readme

How I Think
bburch.my/speaking