

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
- Hex
- 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 Tabletop Event Organizer (2023-Present)
Improv Musician at Hideout (2025-Present)
ATX Data Meetup Organizer (2023-2025)
Board Game World Series Finalist (2024)
Uplimit Data Curriculum Creator (2023)

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 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 leadership role at a mission-driven company ready to scale with bold and innovative approaches.

WORK EXPERIENCE

Analytics Engineer (Feb 2025 - Nov 2025)



First analytics hire for Roboflow, a B2B SaaS platform for building and deploying Vision AI.

- Restructured financial reports in 60 days, enabling realtime updates with custom logic.
- Built and automated 100+ dbt models, tests, and documentation to unify data across finance, product, sales, and marketing. Synced final results across all GTM tools.
- Partnered with cross-functional teams to develop daily monitoring dashboards, customer health profiles, and self-serve analytics agents using Hex.
- Developed ad-hoc Python ETL scripts to enrich sales leads and backfill missing data.
- Led product experimentation to increase activation, resulting in +42% CVR in 3 months.

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



Shipyard was a low-code data orchestration tool, competing with Astronomer and Prefect.

- 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.
- 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 agency that builds in-house technology to power client's digital ads.

- Established PMG's Data Services division (Engineering, Science, Activation), managing a team of 12 that designed data architecture, built ML algorithms, created dashboard templates, 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 cross-functional Data Science, Predictive Analytics, Machine Learning, and AI 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.

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

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

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

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