

Adam Jones

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in asjones91
</> Python, SQL

EXPERIENCE

• Barrel

New York, NY

April 2021 - Present

Solutions Architect

- Provide technical expertise related to full-stack web development, eCommerce, and content management.
- Lead and oversee development efforts, executing technical tasks as needed.
- Determine success criteria and business requirements for full site builds on Shopify/Wordpress.
- Optimize project workflows to reduce development time and cost.
- Present technical approaches and development roadmaps to high-value external stakeholders

Marketing Strategist

October 2020 - April 2021

- Developed strategies to increase conversion rates on eCommerce sites by up to 30% MoM.
- Conducted user interviews to understand specific product-market fit and use cases.
- Executed statistical testing to determine impact of UX/UI changes.
- Compiled and shared industry-specific insights surrounding market trends, SEO, and competitive gaps.
- Performed database validation for state-chartered credit union to determine online banking signups.
- Planned and implemented event tracking using Google Tag Manager.

Technologies: Python, SQL, HTML, Javascript.

Disciplines: eCommerce, Web Development, Digital Marketing, Data Analysis.

• Sendwave

Atlanta, GA

January 2019 - February 2020

Director of Growth

- Onboarded thousands of new users to the Sendwave app, nearly doubling revenue YoY.
- Addressed the technical and cultural roadblocks of international money transfers in diaspora communities.
- Generated consistent new user growth at a rate of 15-25% MoM.
- Successfully contracted online influencers for cross-channel marketing campaigns, reducing CAC by over 75%.
- Negotiated and formalized business relationships with highly leveraged individuals relative to product positioning to maximize market penetration and build trust.
- Analyzed historical user data to increase conversion rate and create projections for future growth.
- Developed and executed go-to-market strategies across different regions.

Technologies: Tableau, SQL, Mixpanel, SiSense Data.

Disciplines: Growth Marketing, Strategic Planning, Community Outreach.

• Intercultural Institute of California

San Francisco, CA

February 2017 - October 2018

Director of Marketing

- Advised board of directors on brand identity and long-term marketing objectives.
- Redesigned website and integrated Stripe online payments.
- Achieved 2x quarterly growth through implementation of Google, Yelp, and Facebook ad campaigns.
- Established new lines of revenue for the organization through international partnerships.
- Designed, translated, and localized marketing content, delegating tasks when needed.

Technologies: Adobe Creative Suite (Premiere, Photoshop, InDesign), Wordpress

Disciplines: Translation (French/Spanish), Business Development, Video Editing, Web Design

PROJECTS

- **Ironwork:** Built cloud database to gather daily job postings using Python web-scraping packages · Generate salary estimates using Natural Language Processing (NLP) and Topic Modeling.
- **GLG Council:** Conduct high-level data analysis and financial research for global strategy firms · Provide actionable insights and guidance to external stakeholders.

EDUCATION

• Galvanize

New York, NY

Data Analyst Training Accelerator (DATA)

May 2020 – October 2020

• Middlebury College

Middlebury, VT

B.A in Political Science

September 2009 – May 2013