Jack Doehrman | Data & Analytics Engineer

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Experience

Houston Dynamo FC | Houston, TX
Business Intelligence and Strategy Analyst / CRM Admin | 10/2023 - Present

- **Engineered enterprise-scale ETL pipelines** integrating 12+ major data sources into AWS/Postgres data warehouse, processing **450M+ records** with optimized query performance.
- Designed and maintained **custom SQL views, transformations, and multi-table joins** to support analytics and reporting needs across departments.
- Built and automated **data ingestion workflows** for digital lead gen (Meta, Google, LinkedIn) and Conversica AI outreach, enabling tracking of **350+ closed deals, contributing $675K in new revenue.**
- Created **data pipelines feeding BI dashboards** (Power BI, Tableau) used for ticket sales, event distribution, fan attendance, sponsorship KPIs, and post-match survey analytics.
- Developed and tested **data quality assurance processes**, ensuring integrity and consistency across high-volume datasets (**12M+ Salesforce records, 1.1M person accounts**).
- Partnered with vendors (Agilitek, AWS) to **optimize data architecture**, streamline refresh cycles, and improve system performance for end-users.

Pacers Sports and Entertainment | Indianapolis, IN
Data Intelligence Intern | 09/2022 - 05/2023

- **Designed and implemented ETL pipelines** in Databricks (SQL) to transform raw multi-source data into an enterprise lakehouse, ensuring reliable and scalable data access.
- Built automated processes for **legacy data migration**, integrating historical e-commerce and ticketing data into modern systems while preserving integrity and continuity.
- Developed and maintained **data models** supporting analytics for social media performance, fan engagement, and gameday operations.
- Collaborated with BI developers to feed dashboards and reporting systems with **clean, validated data** for executive decision-making.
- Documented **workflows and data mapping logic**, supporting long-term maintainability and handoff across the analytics team.

Education

Indiana University – Bloomington | Bloomington
M.S. Information Science | 4.0 GPA | 05/2023

- *Graduate Resident Advisor* - Evans Scholars Scholarship House Executive Board
  Demonstrated leadership, conflict resolution, and decision-making capabilities while mentoring undergraduate scholars

Indiana University – Bloomington | Bloomington
B.S. Informatics | 3.9 GPA | 03/2022

- *Chick Evans Scholarship Recipient* - Western Golf Association full tuition and housing scholarship ($125,000 value)
- *Founders Scholar Award* - Achieved each spring semester (3.8+ GPA requirement)
- *Dean's List* - Earned each spring semester (3.7+ GPA requirement)

Skills

Data Warehousing, Databricks, AWS, Agilitek, PostgreSQL, Databricks SQL, Spark SQL, Python, PowerBI, Tableau, Database Design & Management, ETL Pipelines, Data Transformation, Data Modeling, ERP Systems, Advanced Excel, Salesforce, Revenue Optimization, Workflow Documentation

Certificates

Salesforce Certified Administrator (SCA)