Jackson Taylor

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Education

Bachelor of Business Administration in Economics. Minor: Accounting   May 2015
Mississippi State University, Starkville, MS

Experience

Rebuilt Offers LLC., Nashville, TN
Senior Data Scientist   April 2023 – Present
- Spearheaded SQL programming for our BI tool, Metabase, creating custom reports for sales, call center, and marketplace analytics that leadership uses to make data-driven decisions
- Built and launched an ensemble machine learning model combining logistic regression, GBM, and XGBoost to optimize over $1 million in quarterly direct mail spend, improving targeting and ROI
- Engineered an "investor matchmaker" algorithm that analyzes past purchase patterns to pinpoint investors whose interests align most closely with properties we get under contract.

Learn Arena Inc., Nashville, TN
Executive Chairman and Chief Analytics Officer   October 2022 – Present
- Advise the CEO on big-picture business strategy, including hiring, budgeting, resource allocation, and product design
- Create courses on coding, data analysis, and philosophy
- Run social media accounts and PPC marketing campaigns, creating graphics, tweets, and videos, and managing a team of marketing contractors

Chief Executive Officer   May 2021 – September 2022
- Conceived and developed the company's innovative concept, and assembled a talented founding team
- Crafted a pitch deck and comprehensive business plan, successfully securing over $1 million in seed funding from investors
- Led product development by defining key features, organizing agile development sprints, and directly overseeing the development team

Airstrip Inc., Brentwood, TN
Data Scientist   September 2020 – October 2022
- Built a machine learning model to predict the probability of churn for each hospital, which was used by account managers to prioritize training and other means to prevent hospitals from churning before the fact
- Built a machine learning model to predict the probability of winning each potential deal logged in Salesforce. This was used to calculate an expected value of each deal and helped the sales team prioritize their efforts.
- Utilized PowerBI to build a large set of reports for beside alarm management which we then productized and sold to customers

Takl Inc., Brentwood, TN
Head of Data Analytics   September 2017 – June 2020
- Developed a pricing/margin model estimating price elasticity for over 1000 chores to maximize profit while balancing provider supply and customer demand
- Conducted statistical analysis of the effectiveness of our marketing spend across various mediums and advised our CEO and VP of Marketing in the allocation of marketing funds
- Built a provider scoring model to use in matching customers with the provider that had the highest probability of giving them a positive experience

Skills

Advanced SQL Programming: Extensive experience with database management and complex querying
Programming: Highly skilled in both Python & R for data science; capable with JavaScript, HTML & CSS for web development
Business Intelligence Tools: Expertise in Metabase, Looker, Tableau, and PowerBI
Data Analysis & Reporting: Advanced proficiency in Microsoft Excel, including pivot tables, Vlookup, etc.
Marketing: Skilled in SEO, SEM, social media marketing, and direct mail
AGI/LLMs: Experience using the OpenAI API to fine tune models & build RAG applications