
Adam Jones

Solutions Architect [in](#)

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Summary

Experienced Solutions Architect with 6+ years of data-driven technical solutions design. Specialized in Marketing Strategy and Web Development. Led 100+ digital transformation projects for commercial and enterprise clients. Optimized post-sales processes by building backend integrations between CRMs, ERPs, and external APIs. Proficient in agile project management, software implementation, and efficient problem-solving frameworks.

Experience

Gotham Greens

IT Project Manager

Brooklyn, NY

Feb 2023 - Jul 2023

- Worked directly with members of the Digital Solutions team to plan, execute, and document 30+ IT projects related to new development, database administration, and software implementation
- Introduced and implemented Microsoft Loop to support collaboration across the Microsoft 365 ecosystem, providing project visibility for cross-functional stakeholders
- Coordinated deprecation and replacement of legacy analytics software while managing company-wide communications regarding the project timeline, trainings, and dependencies.
- Created business process diagrams and presented optimizations to company leadership
- Played a key role in the EDI onboarding and implementation for national grocers, ensuring document transmission was tested and validated prior to go-live.
- Designed and implemented intake, mapping documents to streamline EDI partner integration with our ERP solution.

Meta

Implementation Manager, Kustomer

New York, NY

Sept 2021 - Feb 2023

- Spearheaded digital transformation efforts for 30+ commercial and enterprise clients through implementation of omni-channel CRM software
- Improved onboarding experience for Spanish-speaking enterprise clients by translating SOWs and key knowledge base articles
- Participated in week-long partner boot camp, facilitating information sessions on platform features and best practices
- Developed, tested and deployed Salesforce Apex code to connect with external APIs for automation.
- Conduct UAT and trainings for client teams to ensure successful launch
- Facilitated access to beta portal features by serving as a dedicated liaison between engineers and clients throughout the User Acceptance Testing (UAT) and implementation phases

Barrel

Solutions Architect

New York, NY

Apr 2021 - Aug 2021

- Collaboratively engaged with clients throughout discovery process, aligning technical approaches with business needs and budgetary constraints.
- Triaged and removed anomalous online bank account applications from a 20,000+ dataset for state-chartered credit union
- Advised luxury eyewear company during rebranding and website redesign, presenting approaches for seamless 3rd party integrations, enhanced functionality, and optimized business processes

Education

Middlebury College

B.A. in Political Science

Sep 2009 - May 2013

Galvanize

Data Analyst Training Accelerator (DATA)

Mar 2020 - Oct 2020

Skills

Programming Languages

- CSS
- GraphQL
- HTML
- JavaScript
- Python
- Salesforce Apex
- SQL

Tools and Software

- Adobe Creative Suite
- Microsoft Project
- Microsoft SQL Server Studio
- Microsoft Visio
- Mixpanel
- Postman

Platforms

- Asana
- Google Marketing Platform
- Salesforce
- Shopify
- Tableau
- Webflow
- WordPress

References

Aaron Peele

Director

atpeele@gmail.com

Jason Gorelick

Advisor

jason.gorelick@gmail.com

Marketing Strategist @ Barrel

Oct 2020 - Apr 2021

- Identified actionable trends for eCommerce clients using Google Analytics and Google Tag Manager
- Reduced friction and bounce rates on websites by removing unused scripts, resulting in 75% faster load times
- Coordinated deprecation and replacement of legacy analytics software while managing company-wide communications regarding the project timeline, trainings, and dependencies.
- Helped clients optimize site navigation by conducting A/B tests on UI elements, increasing click-through rates and conversions by up to 30% MoM

Sendwave

Atlanta, GA

Director of Growth

Dec 2018 - Feb 2020

- 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

Intercultural Institute of California

Brooklyn, NY

Director of Marketing

Feb 2017 - Oct 2018

- 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.

Disciplines

APIs
Automation
Business Development
Business Process Diagramming
Community Outreach
Data Analysis
Data Mapping
Digital Marketing
eCommerce
Growth Marketing
Project Management
Strategic Planning
Translation (French/Spanish)
Video Editing
Web Design
Web Development

Projects

Adelante

Personalized Email Automation

Q1 2023

Developed backend integration between ERP and email automation software · Triggered personalized messages for customers throughout the production process of bespoke leather goods

NYC Tech Talent Pipeline

Dynamic Cloud Database

Q2 2020

Built and deployed cloud database to gather daily job postings using Python web-scraping packages · Generate salary estimates using Natural Language Processing (NLP) and Topic Modeling. Designed frontend using HTML, CSS, Javascript, and Python web frameworks