

Zack Russell

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Education

Northeastern State University
Bachelor of Science, Computer Science

Broken Arrow, OK
2018

Experience

Instinct Science (*formerly Vetmedux as of 2024*)

Remote

Audience Analyst (2018-2022) > Product Analytics Manager (2022-2025) > Data Analyst, Decision Support (2025-2026)
(*role realigned after acquisition*)

- Built and maintained 3 ETL pipelines syncing billing, cart, and account data daily across 40,000+ Recurly accounts, a Mixpanel-to-HubSpot cart feed, and a Redshift-to-HubSpot feature-flag sync for 50+ clients.
- Designed fuzzy-logic matching system assigning universal IDs across 5,000+ clinics and 200,000+ veterinarians; achieved ~70% match accuracy with ongoing refinement.
- Identified anomalous usage patterns and developed flagging criteria catching 800+ fraudulent accounts; recovered tens of thousands in annual revenue.
- Built and maintained health scoring model across 30,000+ B2C accounts using tiered thresholds to shape retention workflows.
- Established analytics function as the company's first technical data hire, building reporting and instrumentation from the ground up across 1 media product and 2 SaaS products spanning 5 departments over 8-year tenure.
- Led end-to-end Lead-to-Churn audit spanning 15 process stages across 5 departments; presented findings and fixes to VP of RevOps and CFO.
- Unified GA4 and Google Tag Manager instrumentation (200+ events, ~30 properties); established first cross-property attribution.
- Designed company-level ID architecture in Mixpanel; built self-service dashboard process scaling across 300+ accounts saving the Sales and Data team 100s of man hours annually.
- Led sensitive transactional data-matching projects with external clients via client-owned S3 bucket; processed ~100GB of identity data using Python/boto3 under least-privilege scoping.
- Rolled out GDPR notice/consent handling site-wide; delivered formal legal/COO presentation and new-hire onboarding training.
- Managed 300,000+ record audience database, including subscriptions, email deployment, and segmentation.
- Mined 2 million+ user notes for patterns, surfacing need behind two shipped features reaching 70%+ of user base.
- Identified UTM tracking gap from campaign data; proposed and built UTM standard to fix attribution reliability.

Skills

Product Analytics: Mixpanel, Heap, Amplitude, GA4, Google Tag Manager, Appcues

SQL, Warehousing & Data Engineering: Redshift, Snowflake, BigQuery basics, Python (pandas, ETL), dbt

BI, Visualization & Data Governance: Power BI, Tableau, Klipfolio, KPI reporting, dashboard design, metric documentation, source-of-truth definitions

Business Systems: HubSpot, Salesforce, Recurly, Omeda

AI-Native Workflow: Claude, Claude Code, Gemini, Copilot

Personal Interests

Movies, Pickleball, Swimming, Video Games, Music, Cooking, Antiquing, Board Games, Reading, Weightlifting