

Brandon Cantrell

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WORK EXPERIENCE

LERMA/ Advertising

Sr. Manager, Business Intelligence

Dec 2025 - Present

- Lead BI development as both a hands-on builder and strategic partner, translating ambiguous needs into scalable analytics solutions
- Built a unified paid media analytics mart in BigQuery, standardizing KPIs across platforms
- Replaced Excel-based reporting with Salesforce Marketing Cloud Intelligence, reducing manual reporting time by ~60% and shifting from manual monthly updates to automated daily refreshes
- Designed resource planning models (planned vs actual) used by the CFO and Operations team to track capacity and allocation decisions

Everbridge, Inc.

Dashboard Engineer

2025

- Migrated legacy SSRS reports into embedded Looker dashboards backed by reusable LookML semantic models, reducing duplication and improving consistency across analytics applications
- Built reusable metrics and dimensions to improve consistency across analytics applications
- Delivered production dashboards for DoD-facing systems with a focus on clarity and performance

Old Republic Title Insurance

Senior Business Intelligence Analyst

2024

- Increased dashboard adoption 2x by improving usability and aligning reporting with stakeholder needs
- Built structured data models supporting sales and operational analytics
- Developed a Streamlit-based analytics app to enable self-service data exploration
- Led and mentored BI team members on reporting and data workflows

Central Insurance

Business Intelligence Analyst

2022 - 2024

- Built analytics solutions for HR and claims operations, including staffing models and claims severity reporting to support workforce and financial decision-making
- Modernized legacy reporting into Power BI dashboards with automated data pipelines, saving hours of monthly manual work and increasing report adoption by 10x
- Partnered with stakeholders to translate business needs into scalable reporting and data solutions using SQL, Alteryx, and Power BI

Previous Roles

- Risk Analyst, DFW Airport (2021–2022)
- Claim Specialist (SIU), State Farm (2018–2021)

EDUCATION

University of Texas at Dallas

Bachelor of Science, Cognitive Science

SKILLS

- SQL (advanced), Data Modeling, dbt, LookML, Python
- BigQuery, Snowflake, SQL Server, Fabric
- Fivetran, Supermetrics, APIs
- Tableau, Power BI, Looker