Brandon Cantrell

I build data models that executives trust and analysts don't have to fight, turning metrics into decisions.

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— WORK EXPERIENCE

LERMA/ Advertising

Sr Manager, Business Intelligence   Dec 2025 - Present
- Built dbt transformation layers (staging ⬚ intermediate ⬚ marts) for scalable marketing analytics
- Built a paid media analytics mart at the day-platform-campaign grain, standardizing metrics across platforms (Google Ads, Meta, etc.)
- Modeled and standardized KPI logic (spend, impressions, clicks, conversions) across platforms
- Integrated data from Fivetran, Supermetrics, and custom Python API pipelines (Cloud Run) into a BigQuery analytics environment

Everbridge, Inc.

Dashboard Engineer   2025
- Developed and maintained LookML semantic models, defining reusable metrics and dimensions for analytics applications
- Built production dashboards and data models supporting DoD-facing systems, ensuring metric consistency and usability
- Collaborated with engineering and stakeholders to translate requirements into scalable data models

Old Republic Title Insurance

Senior Business Intelligence Analyst   2024
- Designed and developed reporting solutions backed by structured data models supporting sales and operational analytics
- Led an agile BI team, guiding development of scalable reporting and data workflows
- Built a Streamlit-based analytics application on Snowflake, enabling self-service data exploration

— EDUCATION

University of Texas at Dallas

Bachelor of Science in Cognitive Science

— SKILLS

- SQL (advanced, window functions)
- dbt (modeling, testing)
- Data Modeling (grain, metrics, schema design)
- Semantic Modeling (LookML)
- Python (pandas; APIs)
- Snowflake, BigQuery, Fabric, SQL Server
- Fivetran, Supermetrics, APIs
- Power BI, Tableau, Looker
- Security+ Certified

— Earlier Experience

Business Intelligence Analyst, Central Insurance (2022–2024)
Risk Analyst, DFW Airport (2021–2022)
Claim Specialist (SIU), State Farm (2018–2021)