

Jacob R. Harrison

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Systems architect and product-minded operator with experience translating user and business needs into technical workflows, implementations, and measurable process improvements. Combines customer empathy, data analysis, AI automation, and cross-functional execution.

EDUCATION

Bachelor of Science, Information Systems

Expected Apr 2027

Brigham Young University - Marriott School of Business, Provo, UT

GPA 3.7 | BYU President's Leadership Council Scholarship | Fast Start Scholarship

Relevant Coursework: Product Management • Project Management & Systems Design • Enterprise Application Development • Exploratory Data Analysis • Machine Learning • Database Systems

TECHNICAL SKILLS

AI & Automation: Claude (custom skills, MCP integrations), AI workflow automation, Cursor

Product & Data: HubSpot, Metabase/SQL, Tableau, Excel, CRM workflow design

Programming: Python, JavaScript, SQL

Languages: Fluent Spanish (7.9 ACTFL); professionally proficient Portuguese

EXPERIENCE

Junior Systems Architect

Sep 2026 - Present

HXP (Humanitarian Experience), Salt Lake City, UT

- Design and build internal systems and workflow automations for business teams, translating operational pain points and stakeholder needs into faster, more scalable processes.
- Support HXP's app, website, and internal technology ecosystem while partnering with nontechnical teams to identify workflow gaps, prioritize improvements, and implement practical solutions.

Product Onboarding Specialist

Jan 2026 - Sep 2026

LeaderFactor, Lehi, UT

- Led implementation and onboarding for enterprise and mid-market clients, managing platform configuration, technical walkthroughs, data operations, billing coordination, and rollout strategy across concurrent accounts.
- Built **8 AI-powered workflow automations** using Claude, HubSpot, Metabase, and MCP integrations to streamline support, reporting, pipeline reviews, client health monitoring, and post-call administration.
- Synthesized large client datasets into organizational surveys and analytics reaching **500+ participants**, translating results into actionable insights for executive stakeholders.
- Authored **3 onboarding and execution playbooks** that became standard internal documentation, improving repeatability and consistency across client implementations.

Account Manager

Jul 2025 - Oct 2025

Brooks Pest Solutions, Orem, UT

- Preserved **\$250K+ in revenue** by retaining **81%** of cancel-attempt calls, using direct customer feedback and service-recovery conversations to understand and address churn drivers.

Door-to-Door Sales Representative

Apr 2025 - Jul 2025

Kansas City Pest Control, Kansas City, MO

- Built a Meta lead-generation campaign and custom CRM end to end; generated hundreds of leads, tracked the funnel, and personally closed **10%** for **\$25K in revenue**.

Global Advertising Analyst

May 2024 - May 2025

Missionary Department, Church of Jesus Christ of Latter-day Saints, Provo, UT

- Drove **800% growth in referrals** by launching and optimizing localized Meta advertising across 4-5 countries; analyzed Tableau performance data across 25+ campaigns to guide improvements.