

JACKSON BULL

Senior Data Scientist | Music Data Strategist
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SUMMARY

Senior Data Scientist & Music Strategist with 14+ years of experience bridging advanced analytics, AI, and artist development. Expert in building predictive models, rapid prototyping of AI-powered tools (LLMs, RAG), and technical leadership. Proven track record of reverse-engineering competitor strategies to drive label-wide competitive advantages.

TECHNICAL SKILLS

Data Science & AI: Predictive Forecasting, GenAI (LLMs, RAG, Snowflake Cortex AI), CrewAI
Programming: Python (Pandas, Scikit-Learn, NumPy, Scrapy), SQL, Regex, API Integration
Tools: Snowflake, AWS, Vector Databases, Tableau, GitHub, Linux, VIM

SELECTED PROJECTS

Strategic Demographic Research & Thought Leadership

- Analyzed WMG's Top 200 songs (2024) to identify behavioral patterns across age groups (Youth fuel vs. Older orbit). Distributed findings via an internal educational newsletter, establishing a strategic framework now used label-wide to manage artist growth and release momentum.

Hot 100 Competitive Intelligence Framework

- Performed a technical dissection of a competitor's Hot 100 #1 campaign. Decoupled transaction and fulfillment data to uncover a tactical 'Physical Strike' roadmap for Warner Records executives.

PROFESSIONAL EXPERIENCE

WARNER RECORDS | 2024 - Present

Director, Data & Research

- Developed a high-precision streaming projections model delivering $\pm 20\%$ accuracy within 4 hours of track release, providing critical consumption forecasts for global Friday releases.
- Engineered an AI-powered 'Artist Summary' PoC using Snowflake Cortex AI functions and LLMs to generate on-the-fly KPI synthesis and 'Health Check' reports.
- Spearhead 'Skunkworks' rapid prototyping lab, delivering custom dashboards and AI-driven analytical tools faster than traditional IT development cycles.

WARNER RECORDS | 2021 - 2024

Analyst, Commerce

- Analyzed sales, streaming, and audience data to support release strategies for major priorities.

SIRIUSXM | 2012 - 2019

Program Director / Data Specialist

- Directed data-driven programming initiatives for high-profile channels, leveraging listener retention metrics and asset performance data to optimize on-air content reaching millions of daily subscribers.
- Established robust Quality Assurance protocols for metadata ingestion, ensuring consistent content delivery.

EDUCATION

Flatiron School | Data Science Bootcamp (2020)

Muhlenberg College | B.A. in Media Communication (2011)