

Jonathan Sovsky

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Professional Summary

Director of Technology with experience leading full-stack development, marketing tech infrastructure, and internal tool creation for a portfolio of 30+ brands. Proven expertise in architecting CRMs, managing WordPress ecosystems, streamlining email delivery pipelines, and integrating systems like Iterable, Twilio, and Power BI. Adept at combining technical execution with strategic planning to drive business outcomes.

EDUCATION

Bachelor of Science in Operations and Information Management

May 2020

Northern Illinois University, DeKalb, IL

- Minor: Data Analytics

EXPERIENCE

Director, Technology & Automation

May 2023 – Present

Investing Media Solutions, Remote

- Designed and architected a custom Insertion Order system from scratch - replacing a web of Excel spreadsheets with a fully relational database, modular PHP backend, and modern web interface.
- Oversaw infrastructure, security, hosting consolidation, and DNS management across 30+ WordPress sites, with uptime monitoring, DreamShield protection, and deliverability compliance.
- Rolled out Jira for task management and visibility across dev, Ad Ops, and leadership; implemented CI/CD pipelines via Bitbucket to streamline code deployment and improve release reliability.
- Administered Microsoft 365 tenant, managing Exchange issues (e.g. whitelisting, deliverability), implementing Conditional Access policies, and driving a significant increase in the company's Microsoft Secure Score.
- Managed a cross-functional dev team and roadmap; balanced technical debt with feature delivery, conducted code reviews, and implemented automation across workflows.
- Migrated hosting stack from HostGator to AWS (EC2 + RDS) and unified brand sites under Dreamhost, automating updates, monitoring, and site security.
- Developed high-performance feed and billing systems with custom logic tied to system data; added PDF signing flows via Power Automate + Adobe Sign.
- Built data-rich trackers (Offer Tracker, Scheduler, Creative Tracker) with persistent filters, server-side loading, and real-time feedback - all loading in sub-second speeds.
- Launched modular placement types, dynamic status systems, and summary modules across tools - improving clarity, flexibility, and campaign visibility company-wide.

Junior Business Intelligence Engineer

Apr 2022 – May 2023

Legacy Healthcare Services, Remote

- Successfully maintained a data warehouse by utilizing SQL skills to write custom queries and design database schemas, resulting in a well-organized and easily accessible data environment.
- Developed a robust Power BI reporting environment by creating ETL pipelines that refreshed data daily and automated Row Level Security, ensuring data accuracy and integrity for all users.
- Improved business operations by utilizing Power Apps connected to SQL, resulting in streamlined processes and increased efficiency in data management.

Engineering Change Analyst

May 2020 – March 2022

Mitsubishi Logisnext Americas, Marengo, IL

- Created, maintained, and continuously improved custom designed SQL Power BI reports.
- Delegated and tracked responsibilities across departments to optimize throughput.
- Utilized ERP system to ensure cost effective, lean, and organized engineering changes to manufacturing.

Supply Chain Analyst Intern

May 2019 – May 2020

Mitsubishi Logisnext Americas, Marengo, IL

- Implemented changes that resulted in cost savings, efficient workflows, and better visibility across the organization.
- Completed projects involving the Logistics, Procurement, Sales, and Production Control departments.
- Positioned as a bridge between IT and Manufacturing to bring technology solutions and operations together.

CLUBS AND ACTIVITIES

President of NIU APICS (American Production and Inventory Control Society)

May 2019 – January 2020

Northern Illinois University, DeKalb, IL

- Scheduled events hosted by NIU COB Alumni to provide students working professional contacts
- Was awarded first place in statewide APICS Case Competition for two consecutive years
- Built and maintained the NIU APICS website to promote and manage membership

SKILLS

Languages & Scripting

PHP, JavaScript, SQL, HTML5, Python, VBA, DAX, R

Frameworks & Libraries

jQuery, Bootstrap, Power Query M

Platforms & Tools

Power BI, Power Apps, Power Automate, Tableau, Visual Studio, Bitbucket, Jira, Adobe Sign, SharePoint

Infrastructure & DevOps

AWS (EC2, RDS), Microsoft 365 (Tenant Admin), Dreamhost, CI/CD (Bitbucket Pipelines), DNS (DKIM, SPF, DMARC), Uptime Robot

Email & Marketing Tech

Iterable SendGrid, Twilio, Active Campaign, Everflow, Twilio, Google Postmaster Tools

Database & ETL

MySQL, SQL Server, ETL pipeline design, schema architecture, performance tuning, data warehousing

Security & Compliance

Conditional Access Policies, Microsoft Secure Score optimization, Exchange-level whitelist management, ISO 9001 Internal Auditing

REFERENCES AVAILABLE UPON REQUEST