Curriculum Vitae

Last Updated: June 2021

LUKE P. PAJER

1923 Redondo Peak Dr NW, Albuquerque, NM 87120

Phone: (724)713-0235 • Email: luke.pajer@gmail.com • Twitter: @thegeologyguy • Github: The-Geology-Guy

EDUCATION

Wake Forest University || Master of Arts (MA), Management

July 2016 → May 2017 • Winston-Salem, NC

Baylor University || Bachelor of Science (BS), Geology

August 2011 → May 2016 • Waco, TX

PROFESSIONAL EXPERIENCE

Riithink Digital Marketing || Product Analyst

December 2020 → Present • Carborro, NC

Link to Riithink Website

> Developed and streamlined the way Amazon reporting is done. This involves the use of Snowflake, Amazon S3, and Python. As a product analyst, my main task is to make sure that all automated tasks are running as they should and to build connections to APIs and maintain connections to APIs so that reporting is not interrupted.

DataCamp || Course Instructor

December 2018 → Present • Remote

Link to DataCamp Online Course

> Built the course titled 'Marketing Analytics in Spreadsheets'. As a DataCamp instructor, I was tasked with building a course to help students understand and utilize spreadsheets more efficiently, while also utilizing digital marketing data and techniques.

Beacon Technologies, Inc. || Digital Marketing Specialist

September 2018 → December 2020 • Greensboro, NC

Link to Beacon Technologies, Inc Website

> Spearheaded the internal Data Science Initiative to make better use of the data for our clients. Use python in JupyterLab to create and run statistical models to provide actionable insights for clients.

Beacon Technologies, Inc. || Digital Marketing Analyst

June 2017 → September 2018 • Greensboro, NC

Link to Beacon Technologies, Inc Website

> Create and deploy code on websites to track user engagement across the site and then build reports in Google Data Studio using various querying methods and strategies to restructure the data into an easy-to-understand report or dashboard.

Financial Pathways of the Piedmont || Graduate Student Consultant

January 2017 → April 2017 • Winston-Salem, NC

Link to Financial Pathways of the Piedmont Website

> Analyzed the data gathered to build a targeted marketing platform designed to drive new client acquisition, increase client retention, and expand the number of cross-company referrals within the organization.

OPEN SOURCE PROJECTS

GEOSLAM || Python Package

October 2020 → Present • repo status Active

Link to GEOSLAM Repository

> The seismo-lineament analysis method is a tool to spatially correlate a shallow-focus earthquake to the surface trace of the fault that generated it. The SLAM method is the intellectual property and work product of Vince Cronin. The GEOSLAM Python code was a translation from Vince Cronin's Mathematica files, where this translation was performed by Luke Pajer.

GPS_Strain || Python Project

April 2020 → Present • repo status Active

Link to GPS_Strain Repository

> This repository is a pythonic solution to the 'GPS and infinitesimal strain analysis' method, published by Phil Resor and Vince Cronin. The non-pythonic method may be found on the SERC website under the GETSI teaching materials.

ncaa_select_picks || Python Package & Notebook

March 2019 → Present • repo status Active

Link to ncaa_select_picks Repository

> The purpose of the ncaa_select_picks repository is two fold: (1) Provide Python package that those more experienced with Python may use to fill out NCAA Men's March Madness brackets who just want to fill out a bracket for fun and (2) Provide an easy to use Python notebook for anyone to use to develop their understanding of Python and algorithms. This may be used in a classroom or at an individual level. I encourage people to adapt this to other playoff brackets of other sports!

sample_determination || Python Notebook

March 2019 → Present • repo status Incomplete Wiki

Link to sample_determination Repository

> A Python Notebook for Null Hypothesis Significance Testing (NHST). The notebook may be downloaded and used to determine whether or not to reject H0 based on the samples provided.

THESIS RESEARCH

Abstract: The Business Side of Geological Hazards: Developing a Landslide Forecasting System (LFS) to Protect People and Their Property

April 2016 • Baylor University • Waco, TX

Link to the Abstract (B63 - Page 47)

> Developed a 'concept design' that records ground and water activity in order to warn residents of a potential landslide. Constructed a 3D model of the Landslide Forecasting System (LFS) using the software SketchUp. Took the idea further by studying various business related texts, in order to construct a business model. The business model illustrated the potential market for the LFS, a cost analysis, and a feasibility study. Presented a poster of the abstract during the Baylor University Scholars Week for Undergraduate Research and Scholarly Achievement.

Abstract: Physical Models of Landslides for Classroom and Lab Demonstrations

October 2014 • Geological Society of America • Vancouver, CA

Link to the Abstract • Link to the YouTube Channel

> Developed physical models to compliment discussion of basic landslide stability calculations. The models were designed so that teachers may replicate them using common woodworking tools. Demonstrated the models by recording them in action. Edited the videos and posted them on YouTube for public use. Sponsored by Baylor University, exhibited the models and a poster at the 2014 GSA Annual Meeting in Vancouver, British Columbia; at the conference, participated in the Environmental and Engineering Geology Student Research Competition.

SKILLS & EXPERIENCE

i. Programming Languages

Python SQL Terminal CLI Markdown R JavaScript

ii. Python Specific Skills

JupyterLabs Jupyter Notebooks Anaconda GeoPandas Pandas scipy Obspy os rasterio Bokeh Matplotlib Numpy rasterio Tempfile Cartopy Requests

iii. API Experience

UNAVCO API | USGS API | OpenTopography API | Twitter API | Target Redsky API | Walmart API | Amazon SPAPI

iv. Data Management

Amazon S3 | Snowflake | Google Sheets | Google Scripts | Microsoft Excel | Analytics Canvas

v. Professional Tools

Amazon IAM | Microsoft Word | Microsoft Power Point | Google Slides | Google Docs

PROFESSIONAL MEETINGS & WORKSHOPS

Geological Society of America || Conference

October 2020 • Virtual

Geological Society of America || Workshop

October 2020 • Virtual

Workshop Title: "Your Thesis is Software"

PyCon || Conference

April 2020 • Virtual

Geological Society of America || Conference

October 2014 • Vancouver, CA