

# Will Barker

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## Technical Skills

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- **SQL** (BigQuery, Spark, Presto)
- **Python** (Pandas, PySpark, Airflow, Google SDK)
- **Cloud Computing in GCP** (Cloud Run, Dataflow, Composer, Pub/Sub)
- **Data Warehousing** (dbt, Data Modelling)
- **Web/App Analytics** (Adobe, GA4, Snowplow)
- **Data Visualization** (Looker, Tableau, Plotly)
- **UNIX Scripting** (CRON, Bash, etc.)
- **Project Management** (JIRA)
- **CI/CD Workflows** (GitHub/Gitlab, Webhooks, Docker)

## Professional Experience

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### Loblaw Technology & Analytics

Manager, C360 Analytics

Toronto, ON

January 2024 - Present

- Curate customer PII and behavioural data across transactional, loyalty, marketing, and analytics sources in the Enterprise data warehouse (BigQuery) to integrate and enable Amperity, a new vendor Customer Data Platform (CDP) for Loblaw Companies Limited.
- Deduplicate and combine 90M+ loyalty points accounts and 135M+ digital identities in the PC Optimum program, along with 2B+ yearly transactions from ecommerce and retail shops, into 30M contactable customer profiles and audiences using Amperity's identity resolution algorithm.
- Develop and maintain complex data models to reconcile \$500M in monthly missed loyalty transactions through historical associations between loyalty scans and digital payment types.
- Lead agile ceremonies and JIRA project management within a cross-functional team of data engineers, architects, and analysts. Partner with data stakeholders across the entire organisation to deliver continuous value and improve adoption of the CDP/Personalization.

### Loblaw Digital

Manager, Marketing Intelligence

Toronto, ON

May 2022 - January 2024

- Developed a holistic measurement strategy to respond to the increased advertiser privacy and the deprecation of third-party cookies, focusing on first-party Adobe/Snowplow analytics data, geo-lift testing, and statistical modelling (Media Mix Modelling).
- Grew adoption of Analytics Engineering as a practice at Loblaw Digital by leading training sessions for 20+ colleagues across 3 different data teams. Taught and demoed the following concepts: dbt, CI/CD processes in Gitlab, Data Warehousing (Kimball, Modular Data Modelling, DRY Code).
- Partnered with social media and marketing specialists across Loblaw Digital and Enterprise teams to develop a standardised UTM naming taxonomy and internal application for owned and

third party media, greatly reducing toil and improving the efficiency and scalability of our Looker performance dashboards.

*Senior Analyst, Marketing Intelligence*

January 2021 - May 2022

- Developed foundational marketing attribution and customer journey data models using BigQuery, dbt, and Snowplow/Adobe Analytics analytics data. Built performant Looker dashboards that unified campaign reporting across PC Express, Joe Fresh, and Shoppers Drug Mart ecommerce businesses.
- Provided data models and measurement support to the Demand Generation and Customer Growth teams for A/B and channel lift tests across Paid Search, Social, and Display campaigns for PC Express.

**Autograph Analytics**

*Analytics Consultant*

Toronto, ON

January 2022 - Present

- Part-time consultant for Autograph, designing small-scale data warehouses and ETL processes for clients in digital marketing (Facebook Ads, Google Ads/GA4).
- Architected and deployed dbt projects to production for clients in GCP using GitHub webhooks and Cloud Build/Run for CI/CD and low-cost daily refreshes, and GitHub pages for dbt documentation site hosting.

**TELUS Digital**

*Data Analyst*

Toronto, ON

May 2019 - December 2020

- Analysed clickstream web traffic and account management systems using Adobe Analytics, MySQL, and DOMO to report on growth KPIs for business subscribers completing self-service activities using the My TELUS web portal.
- Developed novel ETL processes using Apache Zeppelin and PySpark to provide CRM teams with daily reporting on the registration status of our business mobility customer base, in support of a major cost savings initiative to switch to paperless billing.

## Education

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**dbt Developer Certificate (2023)**

**University of Toronto, School of Continuing Studies, Data Science Certificate (2019)**

- Relevant Coursework: Introduction to Data Science, Big Data Management Tools, Statistics for Data Science, Machine Learning.

**SharpestMinds Alumni (2019)**

- Received career guidance and technical mentorship from a practising data scientist, helping me break into the industry and start my career at TELUS Digital.

**Ryerson University, Honors BA in Creative Industries (2017)**