Brittany Allen 🧕🏿 Data & Analytics Enthusiast

Oakland, CA | 415-948-3022 | thebrittallen@gmail.com | [GitHub](#) | [LinkedIn](#) | [Medium](#) | [Website](#)

TECHNICAL SKILLS

SQL, Python, Pandas, GCP, BigQuery, Snowflake, dbt, FiveTran, Google Analytics / GA4, Looker, Git, GitHub, Coda, Excel

EXPERIENCE

California Office of Digital Innovation   **2023**

Data Strategist – [governor appointed](#) • Remote

- Building ODI's modern data stack (Fivetran, dbt, Snowflake, BigQuery, AWS and GCS) by developing a tool evaluation framework; curating and creating training materials; setting up data infrastructure; and building and maintaining vendor relationships
- Developing a new service offering to help other state departments procure new data tools, train staff on analytics engineering practices, and build analytics infrastructure as code
- Growing the Data Services & Engineering team from 2 to 5 by developing screening questions and assessment criteria, serving on interview panels, and contributing to onboarding documentation
- Serving in a program management, client engagement, and data analyst capacity on key projects

Prior to 7/2022 CalData merger

- Oversaw the work of our data vendor, Syntasa, who built and maintained data pipelines, implemented advanced data modeling techniques, and delivered analytics-ready datasets
- Created and maintained technical on-boarding documentation for incoming team members
- Modeled web traffic and event data and data from other sources creating two production-level datasets for content, product, and research teams
- Built and maintained Looker dashboards, while learning LookML on the fly, providing insight into key metrics and user behavior across multiple ca.gov websites
- Continued previous role for 9 months, until my replacement was hired, who I interviewed, onboarded, and trained in addition to other analysts and researchers who joined the team

Data Analyst – first data hire • Remote   **2020**

- Developed measurement plans, which included the creation of events, to translate objectives into data to collect and use to evaluate UX, content, and product performance
- Stepped in where a vendor failed, conducting a user-journey analysis on [myturn.ca.gov](#) (later automated) that identified a bug affecting 24,333 users
- Designed [mockups coded in Python](#), approved by Surgeon General, Dr. Nadine Burke Harris, which directly informed the current visualizations on [covid19.ca.gov/equity](#)
- Built and maintained automated reports and shared data-informed insights and recommendations to improve content design, [user experience (p. 46)](#), and service delivery

Compaas • Data Engineer • Hybrid, San Francisco

- Wrote production-level scripts to support customer success and sales and enriched data models

General Assembly • Instructor • Hybrid, NYC   **2019**

- Co-taught three courses: focused on Python fundamentals; Excel, SQL, and Tableau; and data science where I developed [supplemental material](#)

Palantir Technologies • Deployment Strategist, Analytics Engineering • Hybrid, NYC

- Developed pipelines to clean, transform, and join geospatial aircraft (ads-b) data with open-source aircraft, runway, and airport data enabling our USDOT client to perform safety analyses at scale

2016 - 2018 I worked at Vox Media, traveled, did freelance photography, and began my data science studies.

EDUCATION

Rutgers Business School • **B.S. Marketing** | General Assembly • **Data Science**