

# Brittany Allen Data & Analytics Enthusiast

Oakland, CA

## TECHNICAL SKILLS

SQL, Python, Pandas, BigQuery, Looker, Git, GitHub, dbt, GCP, Google Analytics, Data Studio, Excel, Visual Studio Code

## EXPERIENCE

### Calbright College

*Data Analysis Program Advisor • Remote*

- Part of an advisory panel helping to shape Calbright College's first data analysis program

### California Office of Digital Innovation

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

- Currently rebuilding pipelines for our entire data platform using dbt
- Oversaw the work of our data vendor, Syntasa, who built and maintained data pipelines, delivered analytics-ready datasets, and implemented advanced data modeling techniques
- Led the effort to document the entire Insights data program and data stack
- Create and maintain technical on-boarding documentation for all incoming Insights team members
- Model raw web traffic and event data and data from an internal feedback collection tool, using SQL and LookML, creating two production-level datasets for content, product, and research teams
- Build and maintained Looker dashboards while learning LookML on the fly, providing insight into key metrics and user behavior across 500+ ca.gov websites
- Continued previous role for 9 months, until replacement was hired, who I interviewed, onboarded, and trained in addition to other analysts and researchers who joined the Insights team

*Web Performance 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.ga.gov (later automated) that identified a bug affecting users on the scale of tens of thousands
- Designed [mockups coded in Python](#), approved by our former 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 (covid-19 layoff) • San Francisco*

- Wrote multiple scripts to support the product, customer success, and sales teams

### General Assembly

*Instructor (contract) • NYC*

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

### Palantir Technologies

*Deployment Strategist, Analytics • NYC*

- Developed pipelines to clean, transform, and join geospatial aircraft (ads-b) data with open-source aircraft, runway, and airport data enabling our U.S. DOT 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

Analytics Engineers Club • **Certificate** | General Assembly • **Data Science** | Rutgers Business School • **B.S. Marketing**

– In my recent [analytics engineering course](#), I got exposure to dbt and advanced SQL and python patterns.

2022

2019