Cynthia Rodriguez

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EXPERIENCE

Wayward (*formerly Hyphensocial*) – San Francisco, CA   April 2023 – Present
Data Engineer

- Designed and maintained dimensional data models in BigQuery to support cross-functional analytics on affiliate marketing performance, campaign ROI, and partner-level KPIs
- Developed modular SQL and dbt-style transformations for staging, intermediate, and mart layers, establishing a consistent data modeling standard across the organization
- Implemented comprehensive data quality frameworks with automated unit tests, validation checks, and monitoring alerts at daily and hourly intervals; achieved 99%+ data accuracy across critical business metrics and ETL layers
- Partnered with Analytics and Product teams to define business metrics and KPIs, translating complex requirements into scalable, analytics-ready datasets
- Optimized ELT pipelines in Python and BigQuery for performance and maintainability; reduced average runtime of high-volume campaign reports by 40%
- Built dashboards and reporting infrastructure in Looker and Tableau and maintained data lineage documentation to enable self-service analytics and improve governance across stakeholders
- Delivered high-impact analytics initiatives including Amazon Creator Connections automation (3x revenue lift, $1M+ incremental revenue) and budget optimization frameworks (7% margin improvement) by translating complex technical analyses into actionable business strategies
- Technologies used: Python, SQL, Dataform, BigQuery, Bigtable, Google Cloud Platform, Terraform, FastAPI, Looker, Tableau, Git

General Assembly - Remote   November 2022 – April 2023
Data Science Teaching Assistant

- Supported students in mastering technical content through hands-on debugging and coaching across Python, machine learning, and statistical analysis

Demand Local - San Francisco, CA   July 2019 - June 2022
Client Success Manager

- Expanded single-campaign client into top revenue-driving enterprise account through data-driven growth strategies, scaling to national programmatic campaigns and generating $1.5M+ in additional annual revenue
- Translated complex technical insights into executive-level presentations for C-suite stakeholders across advertising technology and digital marketing initiatives; maintained 100% client retention
- Technologies used: SQL, Excel, Google Ads, Salesforce

Procore - Carpinteria, CA   July 2017 - June 2019
Associate Communications Specialist

- Analyzed marketing performance using Google Analytics and managed paid social campaigns with A/B testing and performance optimization
- Technologies used: Google Analytics, Facebook Ads, LinkedIn Ads

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EDUCATION

Cal Poly San Luis Obispo
Bachelor of Science in Business Administration; Concentration in Accounting

General Assembly
Data Science Immersive

- Projects included recommender systems, CNN for image classification, and regression modeling
- Technologies used: Python, NumPy, Scikit-learn, Matplotlib, Tableau, Seaborn, Tensorflow, Keras, Spacy, Vader