

Davis Vance

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Data Engineer with 6+ YoE, interested in robust & optimized data systems.

WORK EXPERIENCE

GOOGLE

Data Engineer, Product Analytics (Ads Platform Recommendations)

Mar. 2022 to Current

Skills: SQL (readability), query optimization, data modeling, protobufs, CI/CD, testing, containerization, orchestration (Cloud Composer / Airflow), A/B experimentation, technical writing, data governance

- > Calculating \$10B+ of incremental net revenue (ARR) attributed to product launches and 100M+ advertiser recommendations accepted from 6M+ advertisers annually on my SQL-based data platform.
- > Designing new measurement methods and A/B experiments as well as advising on statistical techniques for causal evidence to enhance accuracy, consistency, & integrity of performance measurement in Ads org.
- > Reduced data storage costs by 80% (100+ TB to 20 TB) and compute costs by 50% by migrating a batch ETL pipeline to a more scalable, designed architecture leveraging data modeling, query optimization, & resource planning.
- > Collaborating with engineering partners across product areas to contribute to our impact metric, managing stakeholder interests and aligning methodologies across the business with standardized processes and requirements collection.
- > Contributing to SQL engine optimization tips & tricks for 4K+ MAUs and presented in talks for 200+ technical staff.

Business Intelligence Analyst, Revenue StratOps

Apr. 2019 to Mar. 2022

Skills: BI, data warehousing, database normalization, dashboards (Looker), SQL, Python, orchestration, data governance

- > Curated business intelligence in SQL pipelines to report 60M+ sales transactions for 100+ analysts enabling aligned, cohesive, & speedy analyses across StratOps teams that adjust incentive levers and build tools to support sales.
- > Created a self-service analytics hub serving 1.3k+ MAU's for data assets that delivered QoQ trendlines, product deep dives, & source-of-truth metrics with dynamic drilldown enabled to cater to executive reporting or users access levels.
- > Launched a sales prioritization ML project I prototyped with AutoML. Analyzed model experiment results in python.
- > Built an NLP recommendation service for an internal prediction market based on TF-IDF cosine similarities in python.

Business Systems Analyst (VIA SYNERGIS)

May 2018 - Apr. 2019

- > Translated and QA'd business requirements to a SWE team of 10+ who implemented 25+ projects in SQL, Java, Python, & Javascript to properly track and incentivize product pitch and activation for a sales force of 4,500+.
- > Automated quarterly sales CRM config updates in python reducing a critical 1 week process to a ~3 hour turnaround.

SALESFORCE | Data Specialist, Revenue Operations (DMP)(VIA TALENTBURST)

Nov. 2016 - Nov. 2017

EDUCATION & CERTIFICATION

UDACITY | Data Engineering Nanodegree

Apr. 2021 - Oct. 2022

- > Projects in Python demonstrating Apache tools (Cassandra, Spark, Airflow), AWS (S3, Redshift), & PostgreSQL.

METIS | Data Science Certification (ACCET accredited via Kaplan)

Nov. 2017 - Apr. 2018

Python Skills: data mining (regression, dimensionality reduction, un/supervised learning. pkgs: statsmodel, sklearn, gensim), data wrangling and cleaning (pandas), & visualization (Matplotlib, Seaborn, pyLDAvis, Tableau).

- > Prototyped a recommender for Airbnb listings for matchmaking based on NLP (LSI) with 100K global rental records.
- > Extracted 15 explainable clusters of probabilistic user-interest mappings from 140K Reddit text posts with LDA.
- > Quantified investable film production characteristics with regression modeling on web-scraped box office data.

SAN DIEGO STATE UNIVERSITY

Aug. 2012 to Aug. 2016

Bachelors in Econometrics (B.A. in Economics, Emphasis in Quantitative Analysis, Minor in Statistics) graduated Cum Laude.