

David McNamara | New York, NY
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EDUCATION

Columbia University, M.S. Urban Planning, *New York, NY* 2020-2022
Bucknell University, B.S. Interdisciplinary Studies in Economics and Mathematics, *Lewisburg, PA* 2012-2016

WORK EXPERIENCE

Teaching Assistant | Columbia University, *New York, NY* Jan 2021 – April 2021

- Lead discussions for seminar on Race, Climate Change, and Environmental Justice.
- Manage and schedule weekly speakers and course logistics.

Product Marketing Manager | Trifacta Inc., *San Francisco, CA* Jan 2019 – Aug 2020

- Led company's website redesign efforts, managing internal and external teams to prototype website assets, design the messaging and iconography, test integrations and deploy final website code.
- Managed Trifacta's go-to-market strategy in the cloud computing market, with focus on growing usage across platforms including AWS, Google Cloud Platform, Microsoft Azure, and Snowflake.
- Managed the two major company press releases on Data Quality and on Snowflake integration in 2019.
- Launched Trifacta's first free trial offering and created the sales process for engaging with free trial users.
- Wrote customer case studies, best practice e-books, and blog posts aimed at educating the market on data preparation and its benefits.

Lead Product Specialist | Trifacta Inc., *San Francisco, CA* Aug 2018 – Jan 2019

- Built the certification process and initial product education training for new customers.
- Helped new customers transition from more traditional data pipelines to a more streamlined approach.
- Used proficiency in SQL, Python and Excel to translate code and manual processes to Trifacta's language.

Customer Success Manager | Trifacta Inc., *San Francisco, CA* Feb 2017 – Aug 2018

- Managed 30 small-to-medium business (<\$2b in revenue) customers and developed a 30-day success plan to ensure quick and successful adoption of the product for new customers.
- Automated customer health dashboard to guide customer check ins and engagement.

Marketing Analyst | Trifacta Inc., *San Francisco, CA* Aug 2016 – Feb 2017

- Developed and delivered an automated, real-time marketing analytics dashboard that enabled the marketing team to view trends in the effectiveness of marketing campaigns on lead generation, lead conversion, pipeline and revenue.

OTHER WORK

Volunteer Tutor, SF Education Fund, *San Francisco, CA* August 2019 – March 2020

VP of Finance, Sigma Phi Epsilon Fraternity, *Lewisburg, PA* Nov 2014 – Nov 2015

Fraternity Ally, Speak Up Bucknell Sexual Assault Prevention Education, *Lewisburg, PA* Jan 2015 – May 2015

ADDITIONAL INFORMATION

Proficiency in GIS, R, Python, SQL, Adobe Illustrator, Microsoft Office Suite