

# MATT PALMER

(828)-335-4375 ◊ hello@mattpalmer.io ◊ <https://www.linkedin.com/in/matt-palmer/>

## EXPERIENCE

---

### Data Engineer

October 2022 - Present

*Underline*

*Remote*

- Designed and implemented a data warehouse (Redshift) from scratch using dbt Core.
- Built pipelines to extract and load external data to Amazon Redshift/S3, using Airflow Taskflow.
- Took DataOps from 0→1, implementing an end-to-end data stack for ingestion (Fivetran & REST APIs), storage (S3, Redshift), transformation (dbt Core), and analysis (Metabase).

### Analytics Engineer, Product

June 2021 - October 2022

*AllTrails*

*Remote*

- Served as the company's first analytics hire, providing sole support to a 100+ person org. Assisted in the onboarding of the Director of Analytics and 5+ teammates.
- Provided exploratory analysis on a bi-weekly cadence to inform product improvements with a focus on conversion, engagement, and retention.
- Improved data modeling using our dbt-like pipeline tool (Google Dataform— SQL/JavaScript).
- Pioneered improvements in event metadata tracking and implementation. Assisted in doubling both the absolute number of events and the total count of events fired in under 3 months.

### Analytics Engineer

January 2020 - June 2021

*Storyblocks*

*Arlington, VA*

- Worked across teams with engineers, product managers, and designers to build and launch new products, design A/B Tests, and formulate OKRs.
- Helped maintain our ETL & Attribution infrastructure, assisting in the redesign of both platforms.
- Designed and built SCD Type-2 table to log user-id changes using Databricks Delta Lake and structured streaming.
- Built a system for creating and refreshing external and materialized views using Databricks and Redshift Spectrum.

### Debt Valuation Analyst

July 2018 - December 2019

*Chatham Financial*

*Kennett Square, PA*

- Aggregated and cleaned data on CRE debt and lending rates. Worked with statistical and graphical tools to analyze, mutate, and present information.
- Leveraged Python & Excel to assist teammates and improve workflow efficiency.

## PROJECTS

---

**(2023) Outdoor Recommendation App:** A lightweight application built using Streamlit and the OpenAI API which provides recommendations for local outdoor activities.

**(2023) FCC Broadband Scraper:** Constructed a scraper for programmatic access the FCC Broadband Fabric by reverse engineering Mapbox vector tiles and slippy map tile coordinate encoding.

**(2022) Anomaly Detection:** Built a programmable, bespoke anomaly detection system for Google BigQuery using Facebook's Prophet library, the Slack API, and GitHub Actions.

**(2022) Hiking Time-Estimate Model:** Implemented and subsequently refactored a hiking time-estimate model adapted from research performed at the University of Utah by fitting Gaussian Curves to segment geo-data.

## FORMAL EDUCATION

---

### Swarthmore College

August 2014 - May 2018

*Majors:* Physics & Economics, *GPA - 3.7*

*Relevant courses:* Stat-mech, Quantum, Analytic- & Electro-dynamics, Linear Algebra, Differential Equations

*Research:* Econometrics; plasma & nuclear physics.

*Sports:* Baseball— Led team to 1<sup>st</sup> conference/regional championship & 1<sup>st</sup> NCAA Tournament appearance.