

MATT PALMER

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EXPERIENCE

Data Engineer

October 2022 - Present

Underline

Remote

- Built pipelines to extract and load Census/FCC/M-Lab 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).
- Scraped geospatial datasets using by reverse engineering Mapbox vector tiles and slippy map tile coordinate encoding.

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) 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 1st conference/regional championship & 1st NCAA Tournament appearance.

TECHNICAL SKILLS

SQL

Databricks

Google Cloud Platform

Event Governance

Git/Github Actions

Looker

Dimensional Modelling

A/B Testing

Python/Jupyter

Dataform (dbt)

Redshift/Postgres