

# MATT PALMER

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## EXPERIENCE

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### Senior Product Analyst

*AllTrails*

June 2021 - Present

*San Francisco, CA*

- Served as the company's first Product Analyst, providing sole support to a 100+ person org. Assisted in the onboarding of the Director of Analytics and 5+ teammates.
- Researched and provided exploratory analysis on a bi-weekly cadence to inform product improvements pertaining to conversion, engagement, and retention.
- Improved data modeling and created views using our dbt-like pipeline tool (Google Dataform— SQL/JavaScript). Played a key role in the refactor of our purchases pipeline.
- Automated workflows using Python, GitHub Actions, and API calls to improve team efficiency.
- 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.

### Senior Data Analyst, Analytics Engineer

*Storyblocks*

January 2020 - June 2021

*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

*Chatham Financial*

July 2018 - December 2019

*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

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**(Ongoing) 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.

**(2021) Automated JSON creation:** Wrote a Google Apps Script (TypeScript) to systematically create nested JSON objects, improving process efficiency.

**(2021) Scrapy Bot:** Built and hosted (DigitalOcean) a Scrapy bot to extract golf course handicap data from various web sources.

## FORMAL EDUCATION

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### 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.

## TECHNICAL SKILLS

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SQL

Databricks

Google Cloud Platform

Event Governance

Git

Looker

Amplitude

A/B Testing

Python

Dataform (dbt)

Redshift/Postgres

JavaScript