

MATT PALMER

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EXPERIENCE

Senior Data Analyst— Product, Core

AllTrails

June 2021 - Present

San Francisco, CA

- 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.
- Built a custom anomaly detection and notification system for Google BigQuery using Facebook's Prophet library (Python).
- 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.
- 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.

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.

Admissions Fellow & Student Academic Mentor

Swarthmore College

August 2015 - May 2018

Swarthmore, PA

- Conducted interviews & synthesized reports for Swarthmore applicants to inform admissions decisions.
- Mentored students to resolve academic and social issues.

TECHNICAL SKILLS

SQL
Git
Python
JavaScript

Databricks
Looker
Dataform (dbt)
Redshift/Postgres/BigQuery

Statistics
A/B testing
Event governance
Amplitude

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.

HOBBIES

 Hiking
 Weightlifting (local/national)
 Snowboarding

 Nonfiction
 Bouldering
 Coffee

 Scripting
 Data
 Writing