

MATT PALMER

(828)·335·4375 ◊ mattppalmer@gmail.com ◊ <https://www.linkedin.com/in/matt-palmer/>

EXPERIENCE

Data Engineer

October 2022 - Present

Underline

Remote

Senior Product Analyst

June 2021 - October 2022

AllTrails

Remote

- 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

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

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

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