

Sarah Gorton

I'm an **organizer at heart**, whether it's optimizing my personal routines or structuring data systems. This instinct, combined with my **interest in coding and automation**, led me to data engineering. It combines my skills, interests, and attention to detail. In my work, I strive to build scalable, efficient data pipelines that transform raw data into reliably structured outputs for downstream use. Beyond the technical side, I value collaboration and clear communication, working closely with key stakeholders to design and implement **impactful data solutions**.

CONTACT INFO

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EDUCATION

University of Oregon

Obtained a Bachelor of Applied Science in Data Science (Marketing Analytics focus), as well as minors in Computer Science and Business Administration.

SKILLS AND PROFICIENCIES

Languages

Python, SQL

Visualizations

Excel, Looker Studio, Tableau

Data Collection Tools

GTM (Google Tag Manager), GA4 (Google Analytics 4), Funnel

Cloud & DevOp Tools

Google Cloud Platform (BigQuery, Cloud Run, Docker), Git, Linux

DATA ENGINEERING PROJECT

Handling Aggregable and Non-Aggregable Data in an ELT Pipeline

Designed and implemented an algorithm within an automated ELT pipeline to consolidate data at different aggregation levels into a consistent, aggregable dataset. Specifically, daily social media metrics included aggregable data (e.g., daily likes) and non-aggregable cumulative data (e.g., lifetime campaign reach). The algorithm leveraged campaign logs and custom logic to select the most relevant non-aggregable figures, integrating them seamlessly with aggregated media data for accurate downstream analysis. This improved data consistency, reliability, and downstream calculation abilities.

WORK HISTORY

Rescue | The Behavior Change Agency

Jr. Data Science Associate

Jul 2024 - Present

- Contribute to the ongoing enhancement and maintenance of our data infrastructure. Enhancements include the implementation of robust code testing in isolated environments prior to GCP deployment and the expansion of team members' influence on the automated media data segmentation ahead of benchmark creation. Ensure process reliability and maintenance through stakeholder-driven updates, comprehensive documentation, and version control with Git.
- Support the lead data scientist on projects as needed. A notable project included applying computer vision and NLP (BERT embeddings) to cluster labeled image data; integrated cluster probabilities with participants' metadata to identify thematic trends across four participant archetypes.
- Responsible for various brands' client-facing performance reports and presentations which portray previously complex media, website, and enrollment data as clear and actionable insights relevant to colleagues and clients. Utilize tools like GTM, GA4, Funnel, BigQuery, Tableau, and Google Looker Studio to build, maintain, and optimize dashboards that streamline campaign reporting and data tracking. Further develop strong communication skills by collaborating with diverse internal stakeholders and presenting to clients.

Marketing Analytics Coordinator II

Aug 2023 - Jul 2024

- Contributed to the ongoing enhancement and maintenance of our data infrastructure. Enhancements included transitioning from manually run Python/SQL scripts to cloud-scheduled jobs, and refining quarterly outputs to better serve team needs, which in part included producing a BigQuery dataset integrated with Tableau dashboards and a well-formatted Google Sheet optimized for downstream analysis and reporting. Ensured process reliability and maintenance through stakeholder-driven updates, comprehensive documentation, and version control with Git.
- Responsible for various brands' client-facing performance reports and presentations which portrayed previously complex media, website, and enrollment data as clear and actionable insights relevant to colleagues and clients. Utilized tools like GTM, GA4, Funnel, BigQuery, Tableau, and Google Looker Studio to build, maintain, and optimize dashboards that streamline campaign reporting and data tracking. Developed strong communication skills by collaborating with diverse internal stakeholders and presenting to clients.

Marketing Analytics Intern

Jul 2022 - May 2023

- Lead contributor to the enhancement of our data infrastructure. Enhancements included improved data standardization logic utilized by ETL processes, then allowing for the consolidation of ELT processes which previously existed across multiple BigQuery projects into a single shared script, which eliminated version drift and ensured consistent data transformation. This additionally involved rewriting the data segmentation logic and calculations, as well as the implementation of testing, documentation, and version control.
- Supported various brands' client-facing performance reports which portray previously complex media, website, and enrollment data as clear and actionable insights relevant to colleagues and clients.