Will Barker

williamgeorge.barker@gmail.com | linkedin.com/in/billwarker | github.com/billwarker

Technical Skills

- **SQL** (BigQuery, Spark, Presto)
- **Python** (Pandas, PySpark, Airflow, Google SDK)
- **Cloud Computing in GCP** (Cloud Run, Dataflow, Composer, Pub/Sub)

- **Data Warehousing** (dbt, Data Modelling)
- **Web/App Analytics** (Adobe, GA4, Snowplow)
- **Data Visualization** (Looker, Tableau, Plotly)

- **UNIX Scripting** (CRON, Bash, etc.)
- **Project Management** (JIRA)
- **CI/CD Workflows** (GitHub/Gitlab, Webhooks, Docker)

Professional Experience

Loblaw Technology & Analytics   Toronto, ON
Manager, C360 Analytics   January 2024 - Present

- Curate customer PII and behavioural data across transactional, loyalty, marketing, and analytics sources in the Enterprise data warehouse (BigQuery) to integrate and enable Amperity, a new vendor Customer Data Platform (CDP) for Loblaw Companies Limited.

- Deduplicate and combine 90M+ loyalty points accounts and 135M+ digital identities in the PC Optimum program, along with 2B+ yearly transactions from ecommerce and retail shops, into 30M contactable customer profiles and audiences using Amperity's identity resolution algorithm.

- Develop and maintain complex data models to reconcile $500M in monthly missed loyalty transactions through historical associations between loyalty scans and digital payment types.

- Lead agile ceremonies and JIRA project management within a cross-functional team of data engineers, architects, and analysts. Partner with data stakeholders across the entire organisation to deliver continuous value and improve adoption of the CDP/Personalization.

Loblaw Digital   Toronto, ON
Manager, Marketing Intelligence   May 2022 - January 2024

- Developed a holistic measurement strategy to respond to the increased advertiser privacy and the deprecation of third-party cookies, focusing on first-party Adobe/Snowplow analytics data, geo-lift testing, and statistical modelling (Media Mix Modelling).

- Grew adoption of Analytics Engineering as a practice at Loblaw Digital by leading training sessions for 20+ colleagues across 3 different data teams. Taught and demoed the following concepts: dbt, CI/CD processes in Gitlab, Data Warehousing (Kimball, Modular Data Modelling, DRY Code).

- Partnered with social media and marketing specialists across Loblaw Digital and Enterprise teams to develop a standardised UTM naming taxonomy and internal application for owned and

third party media, greatly reducing toil and improving the efficiency and scalability of our Looker performance dashboards.

Senior Analyst, Marketing Intelligence   January 2021 - May 2022

- Developed foundational marketing attribution and customer journey data models using BigQuery, dbt, and Snowplow/Adobe Analytics analytics data. Built performant Looker dashboards that unified campaign reporting across PC Express, Joe Fresh, and Shoppers Drug Mart ecommerce businesses.
- Provided data models and measurement support to the Demand Generation and Customer Growth teams for A/B and channel lift tests across Paid Search, Social, and Display campaigns for PC Express.

Autograph Analytics   Toronto, ON
Analytics Consultant   January 2022 - Present

- Part-time consultant for Autograph, designing small-scale data warehouses and ETL processes for clients in digital marketing (Facebook Ads, Google Ads/GA4).
- Architected and deployed dbt projects to production for clients in GCP using GitHub webhooks and Cloud Build/Run for CI/CD and low-cost daily refreshes, and GitHub pages for dbt documentation site hosting.

TELUS Digital   Toronto, ON
Data Analyst   May 2019 - December 2020

- Analysed clickstream web traffic and account management systems using Adobe Analytics, MySQL, and DOMO to report on growth KPIs for business subscribers completing self-service activities using the My TELUS web portal.
- Developed novel ETL processes using Apache Zeppelin and PySpark to provide CRM teams with daily reporting on the registration status of our business mobility customer base, in support of a major cost savings initiative to switch to paperless billing.

Education

dbt Developer Certificate (2023)

University of Toronto, School of Continuing Studies, Data Science Certificate (2019)
- Relevant Coursework: Introduction to Data Science, Big Data Management Tools, Statistics for Data Science, Machine Learning.

SharpestMinds Alumni (2019)
- Received career guidance and technical mentorship from a practising data scientist, helping me break into the industry and start my career at TELUS Digital.

Ryerson University, Honors BA in Creative Industries (2017)