

Paul J. Anderson

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Data Analyst and ETL Developer

Data Engineer and 8-year veteran of the Internet Software as a Service (SAAS) industry. Proven analytical and intuitive problem solver with deep knowledge of relational database management, data modeling and ETL development. Quick-learning and creative programmer seeking challenging work in an innovative environment. Skilled at extracting business insights from large datasets and communicating technical complexities to non-technical stakeholders.

TECHNICAL SKILLS

Programming Languages:

- PostgreSQL (Queries and Stored Procedures)
- JavaScript
- C
- Objective-C (Cocoa and Cocoa Touch)
- Visual BASIC for Applications (VBA)

Design Patterns:

- Normalized Relational Data Modeling
- Master Data Management
- MVC

Data Management Tools:

- CloverETL
- REST APIs
- Excel (Expert level user)
- Source Control with Git
- Regular Expressions
- Linux/Bash command line tools and shell scripting

EXPERIENCE

ETL Engineer, Porch, Seattle, WA (Sept. 2013 – May 2015)

Porch is a startup focused on disrupting the home improvement market, using big data to connect homeowners with qualified professionals. Projects included:

- Organization Ingestion: Developed an ETL process for ingesting, cleaning, analyzing, validating large raw datasets (up to 16 million records). Created aggregation algorithms for matching business partners' data to Porch's models.
- JSON Company Management: Developed an all-purpose ETL harness for accessing and updating normalized MDM data as JSON payloads via REST APIs.
- Project Identity: Developed a natural keyset analysis process to detect duplicate data.
- Training: Trained junior staff on PostgreSQL, Data modeling principles and Excel.

Paid Search Marketing Analyst, Mercent Corporation, Seattle, WA (Dec. 2011-Jan. 2013)

Mercent is a digital marketing technology and agency services company. Primary duties included data-driven analysis and management of Search Engine Marketing (SEM) campaigns for digital retail sites. Projects included:

- Del Mar Designs: Ceiling fans and Lighting (delmarfans.com)
- EyeSave: Discount Eyewear (eyesave.com)
- Forplay Catalog: Apparel (forplaycatalog.com)

Senior Campaign Manager, Marchex, Eugene, OR & Seattle, WA (Dec. 2007 – Dec. 2011)

Marchex is a call advertising and small business marketing company. Duties included SEM management and digital marketing for clients with annual ad spend over \$1M. Clients included:

- AT&T Interactive
- Real Networks
- Radisson Hotels
- PRIMEDIA

EDUCATION

Bachelor of Arts in Journalism with emphases in Advertising & Magazine Writing, University of Oregon, Eugene, OR (June 2005).

INTERNSHIP EXPERIENCE

Think Tank Intern, MarketShift Strategies, Portland, OR (Jun. - Aug. 2007)

MarketShift Strategies provides creative marketing solutions for the sustainable economy.

- Worked to discover innovative marketing communication streams.
- Collaborated with other interns to keep a blog about the Think Tank's findings.

Editorial Intern, Advanstar Communications, Eugene, OR (Fall 2002 - Summer 2003)

Advanstar publishes Pharmaceutical Executive, a trade journal covering the pharmaceutical industry.

- Participated in multiple aspects of magazine production, including writing, editing and design.

VOLUNTEER SERVICE

Hollow Earth Radio, Seattle, WA (Jan. 2013 - Mar. 2014)

- Archived and documented digital audio recordings of live musical performances.
- Performed setup and Front-Of-House mixing for concerts in a variety of venues
- Trained other volunteers on live audio production basics.