

Bryan Galvin

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Professional Highlights

R Community Advocate

2007 - PRESENT

- Speaker/Host for LA and Bay Area R user groups
- Accepted poster at useR! 2017 Brussels for Rtrailldb
- Trained dozens of analysts through weekly R trainings
- Beta tester for new RStudio products

AdRoll — Senior Data Scientist

Dec 2014 - PRESENT

Lead Data Scientist, Incrementality

- Led a small team of data scientists tasked with the design and analysis of experiments relating to measuring the effectiveness of online advertising.
- Championed the use of bayesian methods and the Stan programming language for analyzing A/B tests.
- Built initial reporting metrics ETL pipeline and internal dashboards using Luigi + Shiny.

Lead Data Scientist, Prospecting

- Authored *Cookiemonstr* - an R package for batch processing terabytes of log data. Cookiemonstr interfaced with C++ using Rcpp to greatly improve performance over an initial pure R solution. This package was used in the early months of the product to produce daily metrics data.
- Created a lead score model which identified existing customers that were likely to be a good fit for the new product.
- Built out reporting and analysis dashboards using Shiny. These varied from dashboards that simply displayed tables and time series plots to more complicated apps that interactively ran Stan models.

AdRoll — Senior Data Analyst

Dec 2013 - Dec 2014

- Produced business metric forecasts with ARIMA models. These forecasts were then consumed by different teams across AdRoll and used in the company health dashboards.

Languages

- R
- Python
- C++
- SQL
- Stan
- Bash

Automation/ETL

- Docker
- Terraform
- Airflow
- Luigi
- Jenkins

Databases

- Postgres
- MS SQL Server
- Presto

AWS

- EC2
- S3
- RDS

- Heavily involved in the interview process for hiring six additional analysts. Performed initial phone screens and onsite interviews as well as maintained the repository for analyst interview questions.
- Built ETL pipelines for company metrics, initially using Buildbot and later with Jenkins and Luigi.
- Led a weekly `R for Data Analysis` course for analysts and interested engineers. This covered the basics of the R language as well as popular packages such as data.table, dplyr, knitr and ggplot2.

Dun & Bradstreet — Senior Data Analyst

Feb 2012 - Dec 2013

- Wrote SQL queries to assemble records for direct mail and email marketing campaigns.
- Provided technical expertise in statistical and research methodologies for research/marketing projects.
- Served as liaison for researchers at Brown University that were using D&B data for several projects.

Cal Poly San Luis Obispo — Data Analyst

Aug 2010 - Feb 2012

- Built predictive models to identify prospects for major gifts and the annual fund.
- Reported on the effectiveness of direct mail and email marketing campaigns.
- Performed various ad hoc analyses for business users.

EDUCATION

University of California, Santa Barbara

Masters of Arts, Research Methodology - 2010

University of California, Santa Barbara

Bachelors of Arts, Political Science - 2007

PROJECTS

Raspberry Pi Venice Canal Boat Parade Submission

Using the popular lightshowpi project, I decorated my boat with LED lights set to music: www.bryangalvin.com/pi/