

Charlotte Wu

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Data engineer with 14 years building and running production pipelines.

EXPERIENCE

Big Data Engineer — Verdant Agritech

2009-05 - 2010-05

- Rebuilt the churn feature pipeline serving the ML team, unblocking self-serve reporting for 200+ internal users.
- Decommissioned ingestion for 40+ third-party marketing sources, unblocking self-serve reporting for 200+ internal users.
- Consolidated the customer 360 warehouse model, removing a manual month-end process that took two analysts three days.

Data Platform Engineer — Ridgeway Bank

2010-01 - 2012-01

- Decommissioned the inventory reconciliation job.
- Rebuilt the finance data mart used for statutory reporting.
- Designed the churn feature pipeline serving the ML team, unblocking self-serve reporting for 200+ internal users.
- Worked with cost optimisation across the team.

Analytics Engineer — Sablefish Data

2012-06 - 2015-06

- Consolidated the inventory reconciliation job, removing a manual month-end process that took two analysts three days.
- Built the finance data mart used for statutory reporting, raising freshness SLA compliance from 82% to 99%.
- Decommissioned ingestion for 40+ third-party marketing sources, eliminating the most frequent cause of on-call pages.
- Built the customer 360 warehouse model, cutting nightly run time from 6 hours to 40 minutes.
- Worked with cost optimisation across the team.

BI Developer — Copperline Energy

2015-08 - 2018-08

- Built the finance data mart used for statutory reporting.
- Rebuilt the inventory reconciliation job.
- Decommissioned clickstream ingestion across four regions.
- Designed ingestion for 40+ third-party marketing sources, supporting a move from 2 to 14 markets without re-architecture.
- Worked with cost optimisation across the team.

ETL Developer — Marrow & Finch

2018-08 - 2019-08

- Rebuilt the customer 360 warehouse model, cutting nightly run time from 6 hours to 40 minutes.
- Designed ingestion for 40+ third-party marketing sources, raising freshness SLA compliance from 82% to 99%.
- Migrated clickstream ingestion across four regions.
- Migrated the finance data mart used for statutory reporting.
- Worked with documentation across the team.

Big Data Engineer — Lumen Retail Group

2019-01 - Present

- Migrated the churn feature pipeline serving the ML team, reducing warehouse spend by roughly a third.
- Consolidated ingestion for 40+ third-party marketing sources.

SKILLS

SQL, Kafka, Terraform, BigQuery

EDUCATION

BA Economics, National Institute of Engineering (2012)