



// RESUME • OPEN TO NEW CONTRACTS

HEATHER BARRY

Data & BI Engineer • Technical Consultant • MarTech & Data Infrastructure

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// BI & ANALYTICS

Domo Tableau
Power BI Looker
Cognos Amplitude

// DATA & BACKEND

PostgreSQL
Python SQL/ETL
TypeScript
Node.js
Snowflake
BigQuery
Redshift

// MARTECH / CDPS

Segment Braze
Klaviyo Cordial
SFMC Attentive

// CLOUD & INFRA

AWS ECS RDS
CDK S3
EventBridge
REST API
Webhooks GTM

// AI / AUTOMATION

Claude API
Embeddings
Playwright n8n
Make

// BI PROFICIENCY

Domo
Cognos
Tableau
Power BI
Looker

// ATTRIBUTES

- 15+ yrs Data, Analytics & Engineering — MarTech-focused
- 7+ yrs fully remote delivery
- Translates technical concepts for exec stakeholders
- Strong technical documentation & system diagrams
- Cross-functional: eng, strategy, QA, CS
- Continuous learner across rapidly evolving stacks

// EDUCATION

BBA — Information Systems
New Mexico State University
2008 - 2011 • Management Minor

Full Stack Coding Bootcamp
Nucamp
Jan - Jul 2023

Engineer and technical consultant with 15+ years spanning data infrastructure, BI/analytics, automated data pipelines, and enterprise MarTech. Builds the full path from raw data to insight — multi-source ETL and SQL transformation, dataset design, warehouse-backed reporting, and dashboards that turn operational data into decisions. Hands-on across Domo (Magic ETL, Beast Mode, DataFlows, connectors), Tableau, Power BI, Looker, and Cognos — with a deep SQL and data engineering backbone underneath.

EXPERIENCE

// 15+ YRS

Owner / Primary Engineer

Feb 2025 - Present

[NerdJoy LLC](#)

- Designed and operate a multi-source ETL system ingesting product data from 46+ heterogeneous sources into a unified catalog of 150k+ entries on an automated refresh cadence
- Built analytics and reporting layers — materialized views, aggregate rollups, SQL reporting queries — surfacing catalog coverage, data quality, pricing, and pipeline-health metrics
- Owned end-to-end database engineering: multi-schema PostgreSQL, 100+ versioned migrations, GIN/trigram indexing; cut key endpoint latency from seconds to sub-second
- Architected a 5-stage semantic search system over 157k+ embeddings achieving sub-100ms latency; integrated Claude API for LLM-powered content generation and enrichment at scale
- Engineered full AWS infrastructure via CDK (ECS Fargate, RDS, Secrets Manager, EventBridge) with zero-downtime deployments and event-driven pipelines with retry/backoff
- Built real-time sync scripts and custom connectors between Segment, Braze, Klaviyo, Cordial, Stripe, and Okendo

Technical Operations Engineer

Apr 2025 - Present

[Retention.com](#)

- Analyze client event and integration data to diagnose root causes and quantify the impact of complex technical issues

Build custom JavaScript payload validators and diagnostic tools to streamline client integrations

Lead technical scoping and solution architecture for enterprise sales opportunities; conduct technical demos aligned to client goals

Senior Engineer I — MarTech Engineer

Mar - Jul 2025

Soul Machines

Built reporting dashboards and data visualizations in Domo — Magic ETL, Beast Mode calculations, DataFlows, and connectors — to surface marketing performance and campaign metrics

Optimized and scaled marketing data pipelines for reliable, actionable insights; designed event schemas, GTM tracking configurations, and pixel management across fast-moving teams

Managed Segment.io to unify customer data, improving personalization and attribution analysis; ensured GDPR/CCPA compliance across all tracking implementations

Solutions Architect

Mar 2024 - Feb 2025

Segment (Twilio)

Delivered technical onboarding for enterprise customers across web, mobile, and server-side Segment deployments

Designed scalable data models and dataset structures optimized for downstream analytics, BI reporting, and SQL warehouses

Completed onboarding engagements within budget and scope through structured implementation plans; collaborated with Product on platform improvements

Technical Account Manager

Aug 2022 - Sep 2023

PebblePost

Managed JavaScript tag deployment, CRM integration, and technical customization for new brand implementations

Reviewed campaign and integration data to track performance and report results to brand stakeholders

Technical Account Manager

Jul 2021 - Aug 2022

Cordial

Primary technical POC for client portfolio; enabled clients on platform reporting and analytics to measure campaign performance

Drove deeper platform adoption through technical advocacy, bridging clients with Product and Engineering teams

Project & Delivery Manager

Oct 2019 - Jul 2021

CataBoom

Maintained client-facing dashboards and weekly performance reporting on campaign metrics and results

Configured campaigns end-to-end, conducted QA, and coordinated cross-functional activities to maintain delivery schedules

EARLIER

// FOUNDATION

Programmer Analyst, Intermediate

New Mexico State University

Jun 2012 - Jan 2015

Heavy SQL (TOAD/Oracle/ODS); Cognos reporting, operational analytics, student/financial systems.

Education Data Analyst

Las Cruces Public Schools

Jan - Oct 2015

SQL, Excel, MS Access; reports and charts illustrating data trends for district stakeholders.