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Expertise

Analysis

SQL	● ● ● ● ●
Python	● ● ● ● ○
R	● ● ● ○ ○
Excel	● ● ● ● ●
Tableau	● ● ○ ○ ○
ArcGIS Pro	● ● ● ○ ○
Erdas Imagine	● ○ ○ ○ ○
Earth Engine	● ● ○ ○ ○

Development

HTML/CSS	● ● ● ○ ○
Typescript	● ● ○ ○ ○
React	● ○ ○ ○ ○
Astro	● ● ○ ○ ○

Design

PowerPoint	● ● ● ● ●
Photoshop	● ● ● ● ○
Canva	● ● ● ○ ○
Figma	● ● ● ○ ○
Resolve	● ● ○ ○ ○
InDesign	● ○ ○ ○ ○

Other

Billiards	● ● ○ ○ ○
Baking	● ● ● ● ○
Photography	● ● ● ● ○
First Aid	● ● ● ○ ○

Experience

Mevo

Sep 2025 - Present

Transition Lead (Post-Acquisition)

Wellington, New Zealand

Led transition work necessary for the eventual relaunch on a new operating platform, including creating cross-system orchestration workflows, setting up a fresh analytics stack, designing the customer re-engagement strategy, and even helping stage cars around Wellington

Head of Growth & Insights & Experience

Wellington, New Zealand

Led multiple teams through a variety of foundational projects, including building the first trip-, vehicle-, and network-level utilisation and financial models; defining the customer lifecycle and lifetime value; instituting a major pricing change to shore up long-term profitability; and iterating on several major product experiences, including both consumer and business subscriptions and a vehicle delivery pilot

MARTA

Aug 2022 - May 2024

Transit Planner

Atlanta, GA

Worked on a diverse set of projects, including conducting field inspections, performing analyses related to Title VI (equity) compliance and amenity placement, and building novel computer-vision pipelines for a total-network bus stop replacement project

Uber

Jun 2018 - Jun 2021

Growth Lead, Eats Mexico

Mexico City, Mexico

Managed a 7 person team and a \$50M+ annual promotions budget, experimenting with new strategies and launching new products to improve the efficiency of acquisition and retention, delivering cost savings over 50% and incremental growth of 10%+ (run rate of \$120M)

Operations Manager, Eats Launch & Expansion

Atlanta, GA

Increased Uber Eats' US coverage from 50% to over 70% in less than six months to unlock new opportunities in low-density areas

Other Roles

High Street Senior Transportation Consultant

July 2024 - Dec 2024

Deloitte Consulting Business Analyst

Aug 2016 - Jun 2018

Education

Georgia Tech

Aug 2021 - May 2024

Master of City and Regional Planning &

Atlanta, GA

Master of Science in Geographic Information Systems

GPA: 4.00/4.00

Carnegie Mellon University

Aug 2012 - May 2016

Bachelor of Science with Honors, Economics

Pittsburgh, PA

GPA: 3.97/4.00