david moss

+64 28 8514 8443 | davidmoss1221@gmail.com | /in/davidpmoss | davidmoss.xyz/work

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*

Leading Mevo's relaunch under new ownership and on a new operating platform, including building cross-system orchestration workflows, standing up a fresh analytics stack, designing the customer acquisition and re-engagement strategy, and updating operational footprint and pricing structures based on historical performance data

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 focused on increasing bus patronage, involving analyses related to Title VI (equity) compliance and amenity placement, and building novel computer-vision pipelines for total-network bus stop replacement and signage update workstream

Uber — Jun 2018 - Jun 2021

Growth Lead, Eats Mexico *Mexico City, Mexico*

Managed a 7 person team and a $50M+ annual marketing & promotions budget, experimenting with new acquisition and retention strategies, partering on national brand campaigns, and launching new products, including the first loyalty programmes and subscription offers in LatAm

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's in **City and Regional Planning &** *Atlanta, GA*
Master's in **Geographic Information Systems**

Carnegie Mellon University — Aug 2012 - May 2016

Bachelor's in **Economics** *Pittsburgh, PA*