

# Spencer Godfrey

Manager / Data Engineer / Systems Architect / Systems Administrator

Minneapolis-St. Paul, MN

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## Work

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- **Cloud Efficiency:** Slashed monthly cloud expenditures by 33% through an intensive 2-day sprint, utilizing AI to identify and optimize inefficient query patterns and resource allocation.
- **GenAI Insight Integration:** Architected a pipeline that injects automated, LLM-generated business insights directly into reporting systems, transforming raw data into narrative-driven executive summaries.
- **Unified Data Schema:** Engineered a scalable, cross-platform data architecture that synchronized disparate streams from ad platforms, site tracking, and internal business sources into a single source of truth.

## Experience

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### Collective Measures (formerly Nina Hale)

Minneapolis, MN

*Data Engineering Manager*

2024-Present

- Leading team responsible for the maintenance, scalable growth, and iterative design of agency data infrastructure to ensure a reliable and versatile data warehouse
- Spearheading R&D initiatives for AI technologies, integrating Generative AI into agency processes and business intelligence workflows to improve operational efficiency
- Mentoring and Managing direct-reports, fostering professional development and scaling institutional knowledge to improve overall team output

*Senior Data Engineer*

2020-2024

- Architected Generative AI solutions for marketing analytics and spearheaded vendor evaluations for the data team while mentoring and managing junior engineering talent

*Data Engineer*

2019-2020

- Designed resilient, Kubernetes-based cloud infrastructure and automated reporting systems, ensuring a zero-downtime transition during major API and cloud provider migrations

*Marketing Data Specialist*

2017-2019

- Established the agency's foundational marketing database and automated ETL pipelines to deliver standardized Tableau analytics across the entire client base.

### Computer-aided Engineering, UW-Madison

Madison, WI

*Student Linux Systems Administrator*

2015-2017

- Managed department web and email services and student computer lab systems

## Education

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University of Wisconsin-Madison *Bachelor of Science in Computer Science, Class of 2017*

Madison, WI

**Coursework:** Artificial Intelligence, Databases, Human-Computer Interaction, Operating Systems, Networking

## Skills

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- **Leadership & Communication:** Team Lead, Strong ability to explain complex technical issues, Eagle Scout
- **Cloud Platforms:** Google Cloud Services, Google Workspace, Microsoft Azure, Amazon Web Services
- **DevOps & CI/CD:** Kubernetes, Cloud Run/Serverless, GitHub Actions, Docker, Git, Claude Code, Vim
- **Programming Languages:** SQL, PostgreSQL, Python, Bash, C, Java, Perl, HTML, CSS, Javascript
- **BI & Data Analytics:** Looker Studio, Tableau, Pandas, Microsoft Excel, Jupyter Notebooks
- **Databases & Data Stores:** BigQuery, Postgres, MySQL, Snowflake, SQLite, AirByte