

TAYLOR PAYTON

MARTECH DATA ENGINEER | PYTHON AUTOMATION & BIGQUERY

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PROFESSIONAL SUMMARY

MarTech data engineer with hands-on experience building Python and SQL automation, BigQuery data models, CRM integrations, and lifecycle marketing pipelines. Skilled at modernizing fragmented or manual processes into maintainable backend workflows, creating tables, schemas, views, and validation layers, and moving customer and campaign data safely across marketing platforms. Strong communicator who works effectively with backend engineers, marketing stakeholders, and data architects.

CORE CAPABILITIES

Backend Automation

Python services and scripts, APIs, webhooks, scheduled jobs, error handling

MarTech & CRM

Salesforce, Pardot, HubSpot, Segment, lifecycle communications, audience activation

BigQuery & SQL

Complex SQL, datasets, schemas, tables, views, transformations, performance tuning

Platform Integrations

Google, Meta, TikTok, CRM and advertising APIs, downstream partner feeds

Data Engineering

ETL/ELT, dimensional modeling, reusable data marts, legacy workflow modernization

Reliability

Validation, observability, logging, reconciliation, documentation, data-quality controls

PROFESSIONAL EXPERIENCE

Analytics Engineer (Contract) | Tawkify

May 2026 - Present

- Build and troubleshoot BigQuery tables, views, and analytics marts supporting lifecycle, acquisition, revenue, and customer-journey reporting.
- Write advanced SQL to transform high-volume event and CRM data, resolve grain and fanout issues, and validate source-to-dashboard accuracy across Segment, BigQuery, and Sigma.
- Develop and support data integrations and destination functions using APIs, webhooks, structured payloads, retry logic, and production-ready validation in partnership with backend and data teams.

MarTech Engineer | Adaptigent

Aug 2025 - Present

- Build backend automation and integration workflows connecting Salesforce, Pardot, ZoomInfo, AI services, and internal applications for lead capture, routing, lifecycle communication, and activity logging.
- Implement resilient service behavior including health checks, state transitions, failure handling, and controlled UI fallbacks for customer-facing marketing applications.
- Translate business requirements into maintainable data flows, API contracts, CRM field mappings, and technical documentation while coordinating with engineering and commercial stakeholders.

Data Engineer (Contract) | Awesomely

Jun 2025 - Sep 2025

- Built Python and SQL pipelines consolidating behavioral, transaction, CRM, and paid-media data from ClickFunnels, AnyTrack, HevoData, Google, Meta, and TikTok into BigQuery.
- Created and maintained BigQuery datasets, schemas, tables, views, and bronze/silver/gold transformations to support lifecycle analytics, attribution, and customer segmentation.
- Automated schema normalization, enrichment, and validation for nested and inconsistent source data, improving downstream reliability and reducing BigQuery processing overhead by approximately 20%.

Marketing Technology Manager | Acrisure Protection Group

Nov 2024 - Jun 2025

- Designed integrations and measurement workflows across Salesforce, GA4, GTM, Drupal, Power BI, paid-media systems, and partner platforms.
- Defined scalable data architecture, tracking requirements, KPI logic, and source reconciliation for customer acquisition and lifecycle reporting.
- Partnered with developers, analysts, and business leaders to diagnose data-flow issues and convert marketing requirements into technical solutions and implementation plans.

Marketing Data Analyst | Tri-Tronics

Oct 2023 - Oct 2024

- Integrated Salesforce, HubSpot, ecommerce, analytics, and transactional systems using SQL, Python scripts, APIs, and platform connectors.
- Created automated data transformations and reporting views for lead lifecycle, campaign performance, customer engagement, and conversion analysis.
- Maintained schema documentation, field mappings, validation rules, and governance practices supporting reliable CRM and marketing data operations.

MarTech Engineering Consultant | CBMS Construction / DFW Roofing Corp

Mar 2021 - Aug 2023

- Developed Python and SQL ETL automation to clean, normalize, and move customer, estimate, project, and campaign data into HubSpot and Salesforce.
- Designed relational schemas and automated integrations linking lead sources, customer records, estimates, and job outcomes, reducing manual entry by 70%.
- Built operational and marketing dashboards in Power BI and Looker Studio using live CRM and pipeline data for daily performance monitoring.

EDUCATION & CERTIFICATIONS

B.S., Computer Science - Art Institutes International Minnesota

IBM Data Engineering Professional Certificate | Google Data Analytics Certificate | Boot.dev Backend / TypeScript coursework