

Michael Carrell

Senior Data Engineer · Denver, CO · (425) 445-7953 · michael@carrell.us · linkedin.com/in/michaeldcarrell

PROFESSIONAL SUMMARY

Senior Data Engineer with 7+ years building petabyte-scale data platforms across real estate, energy/GIS, retail and consulting. Leads Snowflake platform design across the Rocket family of companies, including the on-schedule migration of Redfin's ~1 PB platform for 30+ teams to a PIFI-compliant system built in Terraform, with RBAC, SSO, masking and row access policies. Defined ingestion for a ~100 PB Iceberg data lake using Kafka and Airflow, and cut pipeline costs 75% by moving 100+ pipelines to Airflow on AWS. M.S. in Business Data Analytics.

CORE SKILLS

Languages	SQL, Python, Terraform (HCL)
Warehousing & Modeling	Snowflake, dbt, Apache Iceberg, Kafka, Kimball dimensional modeling, SQL Server, SSAS cubes
Orchestration & Platform	Cloud resource management with Terraform, schemachange, Airflow, AWS (incl. PrivateLink), Azure Data Factory, Databricks, CI/CD for dbt
Data Governance	Snowflake RBAC, data masking, row access and network policies, SAML SSO, SCIM provisioning, PIFI compliance, CCPA compliance, PII masking across structured and unstructured data
Sources Integrated	Meta, Snapchat and TikTok ads, geofencing, geospatial/GIS, Google Analytics, Cloudflare web logs, ERPs, database syncs
BI	Power BI, Excel

EXPERIENCE

Rocket Companies (Redfin) Denver, CO
Snowflake Platform Lead Feb 2026 – Present

- Led the on-schedule migration of Redfin's entire ~1 PB Snowflake platform, spanning 30+ teams, to a PIFI-compliant system, covering RBAC, SAML SSO, SCIM provisioning and AWS PrivateLink networking.
- Established the platform's data security controls: dynamic data masking, row access policies and network policies.
- Designed and built the infrastructure-as-code foundation for the platform: Terraform for account, security and network config, and schemachange for database change management.
- Wrote the platform documentation and trained 300+ engineers and analysts on the new access model and workflows.
- Defined the ingestion and storage methodology for Redfin's ~100 PB data lake: Apache Iceberg tables fed by Kafka streaming and Airflow batch jobs, giving full source coverage at minimal latency.
- Lead Snowflake platform design across the Rocket family of companies, serving 30+ business units and teams.

Senior Data Engineer Aug 2023 – Feb 2026

- Led the migration of 100+ pipelines from Azure Data Factory and Databricks to Airflow on AWS, cutting cost by 75%.
- Built a CI/CD system for dbt that lets engineers ship releases asynchronously, raising deploy frequency from once a week to multiple times a day.
- Designed a CCPA compliance system that processes privacy masking requests across structured and unstructured data while keeping analytics intact.
- Built shared tooling for 20+ engineers to develop, test and maintain data pipelines in parallel.

Data Engineer Mar 2022 – Aug 2023

- Built Python and SQL pipelines feeding Kimball data models in Snowflake and dbt.
- Integrated ad platform data (Meta, Snapchat, TikTok, geofencing), geospatial data, database syncs and web traffic (Google Analytics, Cloudflare logs) totaling 30M+ transactions a day.
- Transformed raw and unstructured data into modeled tables with dbt on Snowflake.

Data Engineer · B3 Insight · Denver, CO May 2021 – Mar 2022

- Transformed raw GIS data into a structured model powering the company's analytics platform, covering 10k+ wells across 6 states.

Data Architect (Consulting) · Blue Margin, Inc. · Fort Collins, CO Feb 2020 – Apr 2021

- Designed enterprise data warehouses for consulting clients, modeling data from SQL databases, ERPs and files.
- Built pipelines feeding SSAS cubes for client business analytics.

Data Platform Engineer · Spreetail · Lincoln, NE Jan 2019 – Feb 2020

- Turned complex transactional databases into an easy-to-use, robust data warehouse.

EDUCATION

M.S., Business Data Analytics (Data Modeling/Warehousing), Maryville University of Saint Louis 2019
B.S., Economics, Eastern Washington University 2017