

Mitchell Palmer

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Data & Operations | Logistics • E-commerce • Sustainability • Automation

6+ years of operations and data-focused experience, including automation pipelines, statistical analysis, and applied modeling in entrepreneurial and fast-moving businesses. Currently manage a 4,000+ SKU e-commerce catalog at Climb On Equipment, building an AI-powered product upload pipeline and new inventory-system data flow automations (Prediko $\Rightarrow$ Shopify); previously drove 100% e-commerce growth in two years at RMU Outdoors while maintaining oversight of \$1.8M in inventory across global distribution channels, and built operational pipelines for inventory management and reporting automation.

Core Areas of Knowledge

Operational Analytics & Decision Support | KPI design, operational reporting, forecasting support, process improvement, stakeholder decision support

Data Analysis, Statistics & Applied Modeling | Exploratory analysis (EDA), hypothesis testing, regression, classification, model evaluation and interpretation, feature engineering, ML-in-practice (XGBoost, Naive Bayes, ARIMA, logistic regression)

Data Engineering & Infrastructure Foundations | SQL querying, data cleaning, schema design basics, ETL/ELT-lite, reproducible pipelines, file formats (CSV/Parquet/GeoJSON), Python (pandas, scikit-learn)

E-commerce & Platform Operations | Shopify store ownership, large-scale product catalog management (variant architecture, metafields/metaobjects, bulk operations via Matrixify), AI-powered product upload pipelines, inventory-system integrations (Prediko $\Rightarrow$ Shopify), D2C and B2B order workflows, dynamic pricing systems

Dashboards, Apps & Data Products | Streamlit apps, interactive dashboards, user-focused outputs, lightweight deployment/maintenance mindset

Career Highlights

- Building an **AI-powered product upload pipeline** at **Climb On Equipment**, replacing a manual and error-prone human entry catalog containing **4,000+ SKUs** and **10,000+ variants** with a streamlined, automated workflow.
- Drove **100% e-commerce growth** in two years to \$500k at **RMU Outdoors** through website redevelopment, while maintaining oversight of \$1.8M in inventory across global distribution channels.
- Saved **~124 hours** of manual work per season by building automation tools at **Bella Coola Heli Sports / Tweedsmuir Park Lodge** for daily reporting and scheduling.

Tools & Systems

Cloud Inventory & Order Management – QuickBooks Commerce, Shopify, Square, Prediko

Python – Pandas, NumPy, Seaborn, Plotly, Scikit-Learn, statsmodels, GeoPandas, Google Sheets

E-commerce & Catalog Tools – Shopify, Matrixify, Shopify Flow, Liquid, Klaviyo

Agile & Project Management – Jira, Trello

CRM Software – Salesforce, Zendesk

SQL – PostgreSQL, SQLite

Coding & Markup Languages – HTML, CSS, JavaScript, Liquid, Google Apps Script

Data Formats – XML, JSON, CSV, GeoJSON

Climb On Equipment | Hybrid

Ecommerce retailer specializing in technical climbing and outdoor equipment, operating a high-volume Shopify catalog with 4,000+ SKUs and 10,000+ variants.

Ecommerce & Digital Catalogue Manager | Contract

05/2026 → Present

- Building an AI-powered product upload pipeline, shifting manual, labour-intensive product catalog, prone to human-error, to a streamlined and automated workflow.
- Building new data flow automations between newly integrated inventory management systems (Prediko ⇔ Shopify) to drive operational efficiency and productivity.
- Maintain catalog integrity across 4,000+ technical products and 10,000+ variants, inheriting and maintaining an extensive SOP library.
- Manage complex variant architecture, metafields/metaobjects, and bulk catalog operations via Matrixify.
- Coordinate associates on catalog workflows and maintain current process documentation.

Bella Coola Heli Sports | Whistler, BC, Canada

Remote heli-ski and adventure tourism operator delivering premium multi-day trips across 4 wilderness lodges, supporting 300+ guests per season and a 150-person seasonal/contract workforce.

Data Services Contractor | Fixed Contract

02/2026 - 05/2026

- Established the foundational Single Source of Truth (SSOT) document framework for a limited-hours data infrastructure engagement.
- Mapped document lineage and identified priority documents across transportation, rate sheets, and guest-facing guidelines.

Sales & Reservations | Full Time

11/2024 - 06/2025

- Managed high-value heli-ski and summer bookings up to \$350K per transaction.
- Built automation tools for daily reporting and scheduling, saving ~124 hours of manual work per season.
- Coordinated pre-, during-, and post-trip guest service to reduce friction and increase guest retention and repeat bookings.

RMU Outdoors | Whistler, BC, Canada

Ski and outdoor equipment manufacturer with DTC e-commerce and B2B distribution, hospitality/retail locations, and contract manufacturing. ~100 employees supporting multi-channel sales and global fulfillment.

Direct-to-Consumer Manager & Logistics Specialist | Full Time
12/2023

06/2020 -

- Managed \$1.8M in product distribution across global channels.
- Scaled e-commerce to \$500K revenue through website redevelopment and community-focused marketing.
- Owned inventory and freight workflows across Canada, USA, and EU, reducing fulfillment errors and streamlining cross-border distribution.

Education

- **Bachelor of Science – Microbiology & Immunology** University of Otago, NZ
- **Postgraduate Diploma – Psychology** University of Otago, NZ
- **Data Science Diploma | 2025** Lighthouse Labs
- **Google Advanced Data Analytics Certificate | 2024** Google / Coursera