J. PAULO C. PANALIGAN

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SKILLS PROFILE

- Multivariate linear regression, outlier detection using attribute PDF deviation, and probabilistic filtering models
- Over 5 years of collective experience with MongoDB, PostgreSQL, MySQL, and Microsoft SQL Server
- Over 7 years of collective experience writing Python, Java, Scala, PHP, and bash
- Experienced in configuring Zeppelin and Jupyter data science tools
- Experienced in configuring cloud computing big data processing systems on AWS and Google Cloud Services

EMPLOYMENT HISTORY

Data Science Engineer, *Rubicon Project*   8/15/2016 — Ongoing

ATARI – AutoToggle Ad Request Index

- GLF to shape traffic when optimizing on a specific KPI; assigns a p-value to an ad request given a set of attributes
- Used in a similar fashion to *ELMo*, but has a higher retraining frequency to better adapt to a changing marketplace

ELMo – Expanded Linear Model

- Linear model expanded over multiple variables to score the quality of a given ad request
- Used to identify low value ad requests and mitigate ad serving CPU utilization concerns during times of duress

NHT Detector – Non-Human Traffic Detector

- Outlier detection algorithm written in Hadoop; generates PDF of each attribute and flags outliers for human review
- Flagged attributes have configurable weights for amorphous identification of anomalous behavior

Software Engineer, *Rubicon Project*   11/18/2013 — 8/14/2016

Seller Data Feeds – Log file aggregation and delivery

- Log file aggregation in Hadoop, MySQL process state database, Python data packaging and delivery, and PHP UI
- Jenkins job collects, removes invalid records from, and packages logs for delivery via GCS, S3, and SFTP

Proteus – Configurable JavaScript injection library; Patent Pending

- Used to evaluate advertising creatives while being rendered by the browser
- Can be used to inject configurable JavaScript code depending on the end environment

Unregistered Advertisers Dashboard – Internal tool for advertiser classification

- Data aggregation written in Hadoop, MySQL database architecture, and Angular.js user interface
- Identifies highest value unregistered advertisers and provides internal users with a classification dashboard

Lead Engineer, *Menlo Avenue*   5/12/2016 — 12/15/2016

myPMG - A community built specifically for doctor mothers

- Managed a remote team to implement a mobile friendly web application built on Telescope
- Lead a team to implemented a Stripe pay wall Meteor package to restrict content access

Co-Founder, *Snyc*   10/3/2013 — Summer 2015

Snyc - Ephemeral social updates broadcast to your friends at a moment's notice

- Designed and implemented backend API using the Play Framework; written in Scala and Java; deployed on CentOS
- Increased DAUs via look-alike modeling of content metadata

EDUCATION

BS Computer Engineering and Computer Science, University of Southern California