



# GEORGE J.J.T.A. HAYWARD, Optimist

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Full-Stack Data Scientist. Obama/Booker/de Blasio experience. Analyst Group Member. Hope Institute Alum. Mom was a bus monitor; Dad was disabled, and they taught optimism: *The Lord Always Delivers!*

## EXPERIENCE

### Hayward Data Science

New York, NY

Senior Data Scientist & Founder

2019 - present

- Built advanced churn/conversion prediction system for acquired ML startup (see [Letter of Reference](#)).
- Selected as Mentor on [SharpestMinds](#); commended for “transformational advice” & “going above and beyond.”
- Wrote [Python ETL script](#) to detect misleading news, scraped Drudge Report daily for 4+ yrs. (97% uptime).
- Led dispensary analysis for publicly traded cannabis holding firm; found 7 key revenue predictors out of 3,100.
- Created Python script for Shopify store to personalize product recommendations based on customer interests.

### Sound Recipe

New York, NY

Founder, CEO, & CTO

2022 - present

- [Launched Sound Recipe iOS App](#) in App Store; masterminded all code, design, legal & marketing.

### Meta, Messenger

New York, NY

Senior Data Scientist, Product Analytics

2019 - 2022

- Upheld highest user data, legal, and ethical standards—at all times. Read more [here](#) and [here](#).
- Promoted to Senior Data Scientist in 1 year, demonstrating exceptional performance.
- Developed first-of-its-kind user perception survey. Led power analysis and ran statistical analysis of results.
- Created novel in-production ML anomaly detection system, “*Battery Beloved*,” saving 100’s of eng. hours.
- Published “*Automate a Python Script at Facebook*.” Praised as: “a foundation for \*\*all Python engineers at Meta.\*\*” Added to “Python @ FB” training docs. Inspired Meta-wide solution, “*Bento Scheduled Notebooks*.”
- Created dynamic disk pressure metric, *Weeks Till Full* (“WTF”), for all of Instagram, Messenger, & Facebook.
- Unblocked eng. team by sizing the impact of an A/B test imbalance; enabled team to ship code to 165m users.
- Directed 20+ person team in 2020 Facebook Hack-a-thon on racial equality making [PoliceReformTracker.com](#).

### Google, Area120, Tailor (Fashion Tech Startup)

San Francisco, CA

Data Scientist (contract)

2018 - 2019

- Built team’s first predictive model for customer lifetime value; automated GoogleSQL scripts to report it.

### Hayward Law

New York, NY

Attorney

2022 - present

- Represented buyer *pro bono* in \$200k transaction to keep Brooklyn bar open—saving 13 jobs. More on it [here](#).
- Directed voters to the polls in Democratic Voter Protection programs (Ohio, 2016 & North Carolina, 2020).

### Bill de Blasio for Mayor

Brooklyn, NY

Organizer

2013

- Served as the GOTV staging site coordinator; trained over 55 volunteers and helped organize turf decisions.

### Cory Booker for United States Senate

Newark, NJ

Fellow

2013

- Coordinated logistics and advance for campaign events with Oprah Winfrey and Gov. Deval Patrick.
- Helped maintain a database of over \$12 million in contributions; contacted hundreds of donors.

### Morgan Stanley

New York, NY

Investment Banking Analyst, Public Finance

2011 - 2013

- Provided quantitative analysis on \$3.5 billion of city, state, or otherwise tax-exempt public financings.

## SKILLS & LEADERSHIP

- **Talks:** [Sermon](#), [Motivation](#), [Hold The Line](#), [Talk to Em](#), [Good News](#), [Not By Adversity](#), [Towards Data Science](#).
- **Skills:** Swift, SQL, R, Python, ML, XGBoost, ETL, AWS Lambda, Google Cloud, Photoshop, Premier, Excel.
- **ML Projects:** [Time Series](#), [A/B Test](#), [Clustering](#), [NLP](#), [Neural Network](#), [Regression & Classification](#), [Playlists](#).
- **HackerRank:** Python, Gold Level (★★★★★); SQL, Gold Level (★★★★★), [Ranked #1](#) on Global Leaderboard.

## INTERESTS

Chess, Gershwin, Notorious B.I.G., [J. Dilla](#), Astrophysics, Fried chicken, Oratory, Stand-up, SQL, Running, Jazz, Giraffes.



## EDUCATION

**Stanford University**, JD/MBA in Comedy, *Stanford Law Review*, *Admitted to CA State Bar and NY State Bar* 2018

**New Organizing Institute**, Data Bootcamp, *Political Campaign Data Management*, VAN, GIS, SQL 2014

**Harvard College**, B.A. in Government, *Black Students Association Political Action Chair* 2011

**Phillips Exeter Academy**, High Honors, *Full Academic Scholarship*; *President of Afro-Latino Exonian Society* 2007