

GEORGE HAYWARD

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SUMMARY

Senior data scientist & iOS developer focused on subscription analytics. 8 years of experience in Product & 2 in Finance.

EXPERIENCE

Calm, Inc.

New York, NY

Senior Data Scientist, Subscription & Growth Analytics

2024 - present

- Calm's mission is to make the world happier and healthier. A leading mental health app for sleep, meditation, and relaxation, Calm has been downloaded 150+ million times and has earned over 2.5 million 5-star reviews.

Hayward Data Science

New York, NY

Data Expert for Startups & Small Businesses

2022 - present

- Built demographic regression model & web app for small business, optimizing lease choice ([Reference Letter](#)).
- Coded & designed [Sound Recipe](#) app to [back up](#) playlists. Downloads in 20 countries, 6 continents and counting. Set up Google Cloud Functions, Firestore NoSQL databases, automatic BigQuery streams, & Looker dashboard.
 - Implemented Generative AI techniques to create playlist summary images through deep learning models.
- Coded & designed [Setlist2Playlist](#) web app to [convert](#) concert setlists to playlists, in seconds, for free.
- Extended predictive churn/conversion ML system for \$8.5 million-backed & acquired startup ([Reference Letter](#)).
- Mentoring students and teaching coding at North Star Academy (Newark, NJ), part of Uncommon Schools.
- Engineered Python recommendation system for \$1 million+ small business, creating its first product suggestions.

Meta, Messenger

New York, NY

Senior Data Scientist, Product Analytics

2019 - 2022

- Promoted to Senior Data Scientist in 1 year, demonstrating exceptional performance.
- Built first-of-its-kind in-production ML anomaly detection system, "Battery Beloved." Led project in Meta's Machine Learning Accelerator, automatically debugging battery drain. Reduced debugging time by 80%. Published "Step-By-Step Guide to In-Production Machine Learning Model: Battery Beloved (w/ XGBoost)."
- 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."
- Devised and deployed new disk pressure metric, *Weeks Till Full* ("WTF") for over 2 billion users (Instagram, Messenger, & Facebook App). Developed Orange/Yellow/Red zones for disk pressure in end-to-end message encryption. Named data science lead for cross-functional team & the product manager's "go-to" data scientist.
- Designed first-of-its-kind Performance, Reliability, and Efficiency Quality user survey to connect perception to 'under-the-hood' app metrics, led power analysis, control flow, language editing, and won initial approval.
- Led text-based NLP analysis of 1- & 2-star Messenger reviews in Apple's App Store & Google's Play Store.
- Unblocked engineering team by sizing impact imbalance in A/B test; enabled shipment to 165 million users.

Google, Area120, Tailor (Fashion Tech Startup)

San Francisco, CA

Data Scientist (contract)

2018 - 2019

- Built team's first predictive model for customer lifetime value. Analyzed 200,000+ users via log. regressions & lin. optimizations in R & Google's Learn. Powerhouse; automated GoogleSQL scripts to report & dashboard it.
- Automated hourly order priority score ranking orders on revenue, user status, and time since placement.
- Ran user first-purchase analysis finding that 80% of users, if they purchased, did so in their first 4 days in app.

Morgan Stanley

New York, NY

Investment Banking Analyst, Public Finance

2011 - 2013

- Ran credit and interest rate analysis on over \$3.5 billion of debt issuances and restructurings, including:
 - \$1.32 billion, NJ Trans. Trust Fund Auth. (2011); \$847 million, IL Met. Pier (2012); Con Edison (2012).

SKILLS

Code: SQL, Python, R, Swift, ML, XGBoost, ETL, AWS, GCP, dbt, Airflow, Looker/Mode, Git, A/B Tests, Automation.

Functional: Communication, Project Management, Mentoring, Biz-to-Eng Translation, Data Visualization, Unblocking.

EDUCATION

Stanford University, J.D./M.B.A., Law Review Harvard College, B.A., Phillips Exeter Academy, Full Scholarship