

# Hollis Cooper

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📍 Los Angeles, CA

🏹 She/Her

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## Education

### Master of Computer & Information Technology,

University of Pennsylvania

May 2022

GPA: 3.96/4.0

### Master of Fine Arts,

Claremont Graduate University

### AB, Magna cum Laude,

Princeton University

## Certificates

### Azure AI Fundamentals

Microsoft

### AI Product Management Specialization

Duke University

## Skills

### Machine Learning + AI

NLP, Generative AI, CNNs,

Computer vision, Transformers

### Languages + Tools

Python, SQL, Java, Javascript, Git,

Streamlit, API integration

### Databases

RDBMS, MongoDB, Postgres, AWS,

Azure, Relational data modeling

### Data Analysis + Reporting

Google Analytics, Excel, Amplitude,

Looker Studio

### Experiments + Optimization

Qualitative/quantitative research,

Insight generation, A/B testing

### User Experience

Design thinking, Prototyping,

Information architecture, ADA, QA

### Software

Jira, Confluence, Figma, Adobe CC

## Recent Work Experience

### Head of Product, Cohart

May 2023 – Feb 2024

- First head of product for seed-stage B2B2C and B2C creator-economy start-up with social, e-comm, and SaaS features.
- Oversaw end-to-end product execution for 9 major feature releases across mobile app/web platform, increasing MAUs by over 400% and active user accounts by 100%.
- Oversaw launch of Android app, doubling WAUs in first month post-release.
- Partnered closely with the head of engineering and worked with dev, QA, design, and UX teams to shorten sprint timelines by 15%.
- Built unified event tracking documentation, established best practices, and oversaw data scientist, resulting in Cohart's first global analytics reporting.
- Worked with consultants for Cohart's first AI/ML integration to establish recommendation behaviors for search and advisory flows.

### Digital Strategy Director, Claremont Graduate University

Jul 2017 – Jun 2022

- Led a 3-person digital product team and managed 3 external agencies.
- Improved website SEO, accessibility, and QA scores to meet or exceed industry benchmarks, growing traffic 30% YoY for FY 20/21.
- Improved applicant numbers for teacher education by 157% YoY 20/21 via user journey research and data-driven marketing content development.
- Implemented CGU's first dynamic reporting framework using Google Data Studio, reducing staff report generation time by 80%.
- Led intranet migration from 3rd party platform and redesigned it according to user/security needs, making it the 2nd most visited site on the CGU domain.

### Digital Strategy Lead, Claremont Graduate University

Sep 2015 – Jun 2017

- Won a Bronze CASE District VII Award and increased admissions leads by 20% within the first year of executing the university's largest digital transformation project encompassing digital products designed for students, faculty, and staff.
- Improved CGU public website uptime to 99.99% after facilitating migration from a local legacy platform to a WP cloud platform.
- Managed stakeholder buy-in on a cross-functional team that included 6 members of senior leadership and an external development agency.

### Additional Work Experience

#### • Web Design Lead, Amadeus North America, Inc.

Worked directly with teams of engineers, providing UX, UI, and front-end development in rapid release cycles on a digital B2B product for travel agents.

#### • Principal, Hollis Tenley Consulting

Worked with companies of all sizes for brand development, UX/UI, full-stack web development, and interactive design. Selected clients include EMC Corporation, the U.S. Holocaust Memorial Museum, DeBusk USA, RSM Equico.

## Personal Technical Projects

### Streamlit Data Dashboard demo

Python and Streamlit dashboard that pulls insights from a CSV file of data.

<https://github.com/htcooper/data-dashboard> 

### Projects for UPenn Artificial Intelligence + Databases

- Built and trained a neural network and N-gram language model
- Built song-recommendation web app with AWS, API integrations, React/Node. Team project; personal contribution: UX, APIs, complex SQL queries for content-based recommendations.