# Hollis Cooper

- ✉ hollis.cooper@gmail.com
- 🔗 linkedin.com/in/hollis
- 📍 Los Angeles, CA
- 🐙 htcooper.github.io

## 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 + Credentials

**Microsoft Certified: Azure AI Fundamentals** ⧉
Microsoft

**AI Product Management Specialization** ⧉
*Duke University*

## Skills

**Machine Learning + AI**
*NLP, Deep learning, Generative AI, CNNs, Transformers, Computer vision, Responsible AI, Azure AI, LLMs*

**Languages + Tools**
*Python, SQL, Java, Javascript, Git, Streamlit, API integration*

**Databases**
*RDBMS, MongoDB, Neo4j, Postgres, AWS, 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 + Platforms**
*JIRA, Confluence, Figma, Adobe CC, Linux/Ubuntu/WSL*

## Professional Summary

Experienced product leader with a proven track record of end-to-end product delivery with cross-functional teams. Master's degree in computer science from UPenn, passionate about data and AI, with specialized training in machine learning and artificial intelligence.

## Recent Work Experience

### Head of Product, *Cohart*
May 2023 – Feb 2024

- **Leadership & Product Execution**: First product manager for a seed-stage B2B and B2C start-up with social, e-comm, and SaaS features. Successfully led end-to-end product delivery for 9 major feature releases across mobile/web apps, increasing MAUs by over 400% and active user accounts by 100%.
- **Product Strategy**: Collaborated closely with co-founders on product vision, driving launch of the first Android app, doubling mobile WAUs in the first month post-release.
- **Analytics & Reporting**: Built unified analytics reporting through user-journey event identification, creating SQL queries, and overseeing data consultant.
- **Product Documentation**: Established the first scalable PRD documentation process aligning business outcomes, development goals, and success metrics.
- **AI Integration**: Worked with consultants for Cohart's first AI/ML integration to establish recommendation behaviors for search and advisory flows.
- **Cross-team Efficiency**: Stabilized and shortened sprint timelines by 15% by partnering closely with the head of engineering, dev, QA, design, and UX.
- **Customer Success**: Built Intercom bot that provided instant FAQ answers, reduced human response times by 83%, and let the sales team focus on high-touch inquiries.

### Digital Strategy Director, *Claremont Graduate University*
Sep 2015 – Jun 2022

- **Product Leadership**: Directed digital product and marketing initiatives and managed partnerships with three external agencies, leading to a 30% YoY increase in inbound traffic for FY 20/21.
- **Awards**: Won a Bronze CASE District VII Award and increased admissions leads by 20% after executing the largest digital transformation project in the university's history.
- **Cross-functional Leadership**: Secured stakeholder buy-in, including the university president, executive staff, IT leadership, and senior academic leadership.
- **Strategic Planning**: Led intranet migration from a third-party platform and redesigned and deployed it according to user and security needs, making it the second most visited site on the CGU domain.
- **Growth Strategy**: Led the successful redesign/relaunch of the Drucker School of Management's website, resulting in an almost 300% increase in new visitors YoY.
- **Customer Obsession & GTM**: Boosted applicant numbers for new education programs by 157% YoY through user journey research, persona development, competitive research, and data-driven content development.
- **Content & UX Strategy**: Improved bounce rate/stickiness on academic program pages by 20% and increased time-on-page over industry standards through market- and customer-research-fueled content/UX strategy.
- **SEO & Accessibility**: Improved SEO and accessibility (WCAG) scores for all web products to exceed industry benchmarks, ensuring adherence to Section 508 guidelines.
- **Promotion**: Promoted from Digital Strategy Lead to Director in July 2017, reflecting recognition of leadership and impact.

## Personal Technical Projects

**Streamlit Data Dashboard demo**
Python/Streamlit data visualization dashboard that pulls insights from a CSV. View ⧉

**Projects for UPenn Artificial Intelligence + Databases**
- Built and trained a neural network and N-gram language model
- Performed text vectorization using transformers and evaluated language model accuracies.
- Built song-recommendation web app with AWS, API integrations, React/Node. Team project; my contribution: UX, APIs, wrote optimized SQL queries for content-based recommendations.

**Additional Generative AI Experience**
- Alpha tester for OpenAI GPT4-V and Microsoft Designer
- Custom GPTs: Tiki Mixmaster ⧉ and Podcast Summarizer ⧉