Hollis Cooper

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in linkedin.com/in/hollis

📍 Los Angeles, CA

⚧ She/Her

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

AI Product Management Specialization 🔗
Duke University

Skills

Machine Learning + AI
NLP, Generative AI, Reinforcement learning, CNNs, Computer vision, Transformers

Languages + Tools
Python, Java, HTML/CSS, Javascript, SQL, Git, Streamlit, APIs

Databases
RDBMS, MongoDB, Neo4J

User Experience
Design thinking, Prototyping, Information architecture, ADA, QA

Experiments + Optimization
Qualitative + quantitative research, Insight generation, A/B testing

Data Analysis
Google Analytics, Tableau, Excel, Amplitude, Looker Studio

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 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 agency partnerships.
- 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 through user journey research, new persona development, and data-driven marketing content development.
- Implemented dynamic reporting framework using Google Data Studio, reducing staff report generation time by 80%.
- Created brand campaign that brought 260K new users to the CGU website.
- Won Silver CASE District VII award as creative director for CGU Viewbook.

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 largest digital transformation project in the university's history, encompassing digital products designed for prospective and current 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
- Positions included Web Design Lead, Amadeus North America; Web Designer, American Film Institute

Technical Projects

Projects for UPenn Artificial Intelligence + Databases
- Built and trained a neural network and N-gram language model
- Wrote text complexity vector constructor and evaluated various language model accuracies using Hugging Face transformers.
- Participated in various AI research projects as annotator and RLHF provider.
- Built song-recommendation web app using AWS RDS, API integrations, React/Node. Team project; personal contribution: UX, APIs, complex SQL queries for content-based recommendations ("if you like this song, you might also like …").

Additional Generative AI Experience
- Alpha tester for OpenAI GPT4-V and Microsoft Designer