

# BRYAN WILLIAMS

PHONE: 319-389-1347

E-MAIL: BRYNATWIL@GMAIL.COM

ADDRESS: 3928 IOWA ST, SAN DIEGO, CA 92104

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

*Master of Financial Engineering*

Los Angeles, CA

Nov 2014- Dec 2015

### UCLA DEPARTMENT OF CHEMISTRY AND BIOCHEMISTRY

*Masters of Science, Inorganic Chemistry*

Los Angeles, CA

Sep 2008 - Jun 2012

### GRINNELL COLLEGE

*Bachelors of Arts, Chemistry*

Grinnell, IA

Aug 2004 - May 2008

- Graduated with Honors

## CERTIFICATION

### COURSERA

*IBM Applied AI Professional Certificate*

Jan 2024

Verification: <https://coursera.org/verify/professional-cert/Y4EJ7QQHHJ7T>

## EXPERIENCE

### TONIK+ (Acquired by Edisen in 2021)

Remote

*VP, Data Science*

Jul 2019 - Present

- Created, built, and refined the machine learning and analysis aspects of TONIK+ Video Intelligence, a video analysis tool that identifies the most-resonant portions of content based on retention data. Identification and consolidation of top-performing scenes outperform a similar-length content spot 20-50% on average for KPIs across the entire conversion funnel on Facebook, Instagram, YouTube, Twitter, and more. Partnered with Apple, Netflix, Amazon, and more in helping them achieve growth in their advertising performance targets.
- Developed Data Science program at TONIK+, allowing the company to research and interpret performance and results across a broad scope of machine learning and quantitative implementations.  
(<https://tonikplus.medium.com/>)
- Manage Edisen's Data Science team (3x growth since acquisition), focusing primarily on developing skillsets of team members in an effort to make them more than ready for their next role, be it at Edisen or elsewhere.
- Work cross-discipline with Edisen's product team to fully integrate TVI into the company platform as well as develop a fully automated and integrated internal reporting suite.

### Cambria Investment Management

Remote

*Marketing Consultant*

Jul 2019 – Dec 2023

- *CIO of Cambria is a friend of mine, so I work on this on the side to help him out!*
- Oversee and implement digital advertising strategy and execution for Cambria across multiple platforms and campaigns, growing Cambria's digital advertising budget from nothing to \$5k/week in spend as well as efficient KPI returns on four media platforms that helped Cambria reach the \$1B AUM mark.
- Work with senior management across multiple departments at Cambria on ad strategy, content creation, and execution on ads across Cambria's multitude of offerings (Website content, Funds, Podcast, etc.).
- Unique background combination of Financial Engineering and digital ad data science allows me to speak to both sides, allowing for a smooth translation of ideas and execution between finance, marketing, and platform reps.

### HYFN (Acquired by Nexstar in 2017)

Los Angeles, CA

*Director, Analytics*

Jan 2016 – Jul 2019

- Created, managed, and contributed to HYFN's Analytics department, mostly involving the execution, streamlining, and optimization of social advertising account reporting. Clients saw success on-platform that on-average outperformed in-house teams at Facebook, Instagram, Twitter, Snap, and Pinterest by 20-30% in KPI efficiency thanks to our advanced modelling of performance data.
- Developed FE-based machine learning models for application to HYFN's ad performance data archive in order to build upon top-level analytics and reporting.

# BRYAN WILLIAMS

PHONE: 319-389-1347

E-MAIL: BRYNATWIL@GMAIL.COM

ADDRESS: 3928 IOWA ST, SAN DIEGO, CA 92104

- Created and grew out the HYFN data science team, incorporating scientific research, quantitative analysis, machine learning, and experimentation on the HYFN8 internal database to understand the ebb and flow of mixed-model factors over time and across data sources.

## **Parallel Labs Inc**

### **Quantitative Finance Lead**

Remote  
Oct 2018 – Dec 2018

- Carried out LLM quant research on various aspects of Parallel's Natural Language Processing (NLP)-produced company event data, including but not limited to event coverage % of idiosyncratic returns, significant abnormal returns related to confounding events, and pre- and post-event drift for present and future events.
- Served as an "in-situ" QA analyst of Parallel's data, helping guide the start-up toward tweaks and adjustments they should make to the data set to make it more user-friendly for quants.
- Served as a fresh voice from the quant side regarding their overarching paths for their product and packaging; provided perspective and viewpoints on their data that can only come from a new set of eyes and a quant-based vantage point.

## **Los Angeles Capital Management and Equity Research**

### **Research Analyst Intern**

Los Angeles, CA  
Jun 2015 – Sep 2015

- Investigated the predictability of idiosyncratic risk on future realized idiosyncratic risk.
- Determined the influence and persistence of extreme events on an asset and how they affect its specific risk from period to period.
- Used a combination of machine learning and other quantitative methods to corroborate the effect and persistence of these extreme events and attempted to incorporate factors into the risk forecast.

## **Geode Capital Management**

### **UCLA MFE Applied Financial Project**

Los Angeles, CA  
Apr 2015 – Dec 2015

- AFP collaboration with a 4-person team of UCLA MFE students and Geode Capital. This project served as our master's thesis and gave us the opportunity to work on real-world problems with high-caliber quant firms.
- Replicated and statistically confirmed the findings of research articles regarding the creation of decile spread portfolios on trends in fundamentals.
- Implemented additional fundamental trends into the framework established to determine whether additional factors were alpha-significant.
- Investigated additional topics regarding scaling factors and a "per share effect" that had either a constructive or destructive influence on the trends in fundamentals.
- Deliverables included a literature review, final report covering all research completed, and a final presentation to both Geode and to the UCLA MFE class.

## **Internet Brands**

### **Business Data Analyst**

El Segundo, CA  
Jul 2013 – Oct 2014

- Obtained and interpreted data of a variety of metrics from a multitude of sources to determine trends for 100,000+ merchants working with the Internet Brands Shopping vertical.
- Used a combination of BI, VBA, and web scraping tools to preemptively find potential gains and to flag and deal with potential problems before they happened.
- Composed several high-priority weekly, bi-monthly, and monthly reports to supply Marketing, Operations, and Business Operations Managers with vital information for their roles.
- Worked closely with said managers on any additional projects that required heavy data analysis.
- Updated and streamlined merchant and site databases to allow for quicker data gathering and easier access.

## **PPG Aerospace**

### **R&D Analytical Chemist**

Los Angeles, CA  
Jul 2012 – Jul 2013

- Led experimental testing for three top-priority PPG projects.
- Worked in a managerial role toward other departments regarding R/D Lab items.
- Responsible for gathering, analyzing, and presenting material from R/D research experiments.
- 6 Sigma lead for the lab, responsible for developing and maintaining a safe and functional laboratory.
- Obtained Secret Level Security Clearance for high-priority fighter jet project.
- Compiled and analyzed data for determining optimal production for manufacturing, formulations for use with our systems, and the path of research for future products.

# BRYAN WILLIAMS

PHONE: 319-389-1347

E-MAIL: BRYNATWIL@GMAIL.COM

ADDRESS: 3928 IOWA ST, SAN DIEGO, CA 92104

- Worked closely with R/D and team on the development of new transparencies products or the improvement of current products for both military and commercial use.
- Lead Researcher on high-priority testing and modification for production use.
- Worked with project teams from top to bottom in a wide variety of product lines in order to determine the best course-of-action of the product from the research lab to the shipment to the buyer.

## ADDITIONAL

---

- Proficient in Excel, R (Python/SQL/Selenium usage via R libraries), statistical modeling (predictive and historical)
- Experienced in Python, SQL, Machine Learning (multi-armed bandit, logistic regression, clustering, Markov Chain Monte Carlo), Artificial Intelligence, Generative AI (GPT, Bard, WatsonX), Tableau, Power BI, MongoDB, Microsoft Azure, Datorama, Excel VBA, Google Analytics, MatLab, Infegy, HYFN8, Bloomberg Terminal, Capital IQ, Looker
- Familiarity with SAS, C++, Julia
- Quant Finance side project (novel equity strategies, financial malfeasance studies): <https://novatero.investments>
- My SSRN Author page: [https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=3587994](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=3587994)
- Board Member, San Diego Velodrome Association