

# Justin Hilliard

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Education:	Carnegie Mellon University – Pittsburgh, PA Major: B.S. Information Systems, Minor: Business Administration Concentration GPA: 3.7 – Dean's List Leadership: Club Water Polo Team Captain, Sigma Chi Fraternity  Y Combinator Accelerator – Los Angeles, CA	Spring 2016      Summer 2021
Skills:	Quantitative Analysis, Software Engineering, Statistics, Statistical Modeling, R, Regression Analysis, Experimentation/Data Design, Python, Javascript, tidyverse, SQL, ggplot2, Docker, Machine Learning, Node.js, React.js, Swift, Ruby on Rails, Unix, Data Architecture, Design Sense, Git, Github	
Experience:	<b>Superwall: Co-Founder</b> <ul style="list-style-type: none"><li>Founded <a href="#">Superwall</a>. Scaled the company to 150 clients, 250M iOS Devices, and 300K ARR.</li><li>Participated in Y Combinator Summer 2021 Batch. Raised \$3M in a seed round for the company.</li><li>Engineered the product with 2 founders. Responsible for data ingestion/storage, data design/pipelines, product analytics, frontend/backend engineering, sales, customer support.</li><li>Built LTV/Conversion insight product used by the client apps allowing for arbitrary data cuts.</li><li>Founded <a href="#">Functionary</a>. Built and designed product as a solo founder/developer.</li></ul>	April 2021 - Present
	<b>Meta/Facebook: Product Growth – Product Growth Platform</b> <ul style="list-style-type: none"><li>Worked in “core product platform” division on the “product growth platform” team. Team built the primary infrastructure to grow DAU/MAU, time spent, and engagement across both IG &amp; FB.</li><li>Team shipped models, platforms and other in-app growth products that controlled notifications, news feed, timeline, and other in-app engagement and growth features across both IG &amp; FB.</li><li>Iterated on models and products that increased DAU/MAU, time spent, and engagement.</li><li>Ideated and shipped machine learning conversion models that improved platform-wide conversion rate by 15% with a 35% decrease in cost per impression using generic features.</li></ul>	May 2019 - April 2021
	<b>Sonos: Data Scientist – Go To Market</b> <ul style="list-style-type: none"><li>Worked with CEO, SVPs, and Investment Banks to build statistical models to create pricing structures for long-term profitable growth for IPO S-1 documents. Work mentioned on <a href="#">CNBC</a>.</li><li>Conducted ad-hoc analysis by querying data from the internal data warehouse and processing large data sets with inferential statistics and machine learning methods in R.</li><li>Built growth simulations and customer lifetime value models to Ads and CRM Targeting.</li><li>Built ML/ETL pipelines to integrate data and models into production in software stack.</li></ul>	May 2017 - May 2019
	<b>Tispr: Product &amp; Growth – Business</b> <ul style="list-style-type: none"><li>Inspired company pivot with a statistical analysis showing growth of current KPIs did not scale.</li><li>Responsible for a team of three individuals, which shaped business and product strategy.</li></ul>	May 2016 - May 2017
	<b>JPMorgan Chase &amp; Company: Quantitative Analyst Intern – Opportunity R&amp;D</b> <ul style="list-style-type: none"><li>Performed quantitative data analysis on investment data using SQL, Excel, R, and Python</li></ul>	Summer 2015
	<b>Wells Fargo &amp; Company: Big Data Analyst Intern – Advanced Analytics</b> <ul style="list-style-type: none"><li>Performed quantitative data analysis on marketing data using SQL, Excel, R, and Python</li></ul>	Summer 2014
Hobbies:	Angel Investing & Advising – Invested in 6 different private startup companies.  Engineering – NYT Crosswords with Friends 2020 (js, chrome extension), OutReach 2016 (js, Postgres), Walmart Sales Predictions 2016 (Python, Matplotlib)  Other – Surfing. Business history and theory podcasts/books. Tech culture. Modern Art.	