

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:	Superwall/Functionary: Founder <ul style="list-style-type: none">Founded Superwall. Scaled the company to 150 clients, 250M iOS Devices, and 300K ARR.Participated in Y Combinator Summer 2021 Batch. Raised \$3M in a seed round for the company.Engineered the product with 2 founders. Responsible for data ingestion/storage, data design/pipelines, product analytics, frontend/backend engineering, sales, customer support.Built LTV/Conversion insight product used by the client apps allowing for arbitrary data cuts.Founded Functionary. Built and designed product as a solo founder/developer.	April 2021 - Present
	Facebook: Product Growth – Product Growth Platform <ul style="list-style-type: none">Ideated and shipped machine learning conversion models that improve platform-wide ad conversion rate by 15% with a 35% decrease in cost per impression using generic features.Lead growth for 3 Social Impact teams: Vote, Mentorship, Social LearningWorked to ship experiments refactoring products and funnels resulting in a 600% increase in top-line goal daily-run rate in the first 6 months. Work mentioned in Wall Street Journal.Given social impact success, Moved to a cross-app product growth platform team focusing on ads auction, notification platform and canonical time-spent/post interaction models.	May 2019 - April 2021
	Sonos: Data Scientist – Go To Market <ul style="list-style-type: none">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 CNBC.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.Built growth simulations and customer lifetime value models to Ads and CRM Targeting.Built ML/ETL pipelines to integrate data and models into production in software stack.	May 2017 - May 2019
	Tispr: Product & Growth – Business <ul style="list-style-type: none">Inspired company pivot with a statistical analysis showing growth of current KPIs did not scale.Responsible for a team of three individuals, which shaped business and product strategy.	May 2016 - May 2017
	JPMorgan Chase & Company: Quantitative Analyst Intern – Opportunity R&D <ul style="list-style-type: none">Performed quantitative data analysis on investment data using SQL, Excel, R, and Python	Summer 2015
	Wells Fargo & Company: Big Data Analyst Intern – Advanced Analytics <ul style="list-style-type: none">Performed quantitative data analysis on marketing data using SQL, Excel, R, and Python	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.	