

# Justin Hilliard

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- Education:** Carnegie Mellon University – Pittsburgh, PA Spring 2016  
Major: B.S. Information Systems, Minor: Business Administration  
Leadership: Club Water Polo Team Captain, Sigma Chi Fraternity
- Y Combinator Accelerator – Los Angeles, CA 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 & Other: Co-Founder (COO & engineering)** April 2021 - Present
- Founded [Superwall](#). Scaled the company to 150 clients, 250M iOS Devices, and 350K 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 everything from sales, operations, fundraising, customer support & engineering.
  - 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.
  - Founded Del Rey Ventures. A consulting firm for data, analytics, strategy & engineering.
- Meta/Facebook: Product Manager – Product Growth Platform** May 2019 - April 2021
- 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 & FB.
  - 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 & FB.
  - Iterated on models and products that increased DAU/MAU, time spent, and engagement.
  - Ideated and shipped conversion models that improved platform-wide conversion rate by 15% with a 35% decrease in cost per impression using generic features.
- Sonos: Data Scientist – Go To Market** May 2017 - May 2019
- 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.
- Tispr: Product & Growth – Business** May 2016 - May 2017
- 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.
- JPMorgan Chase & Company: Quantitative Analyst Intern – Opportunity R&D** Summer 2015
- Performed quantitative data analysis on investment data using SQL, Excel, R, and Python
- Wells Fargo & Company: Big Data Analyst Intern – Advanced Analytics** Summer 2014
- Performed quantitative data analysis on marketing data using SQL, Excel, R, and Python
- Hobbies:**
- Angel Investing & Advising – Invested in 6 different private startup companies.
- Other – Surfing. Business history and theory podcasts/books. Tech culture. Modern Art.