

## Jonathan Avila

jonathan.r.avila@gmail.com | (917) 562 6451 | jonathanravila.com

### EDUCATION

**UNIVERSITY OF PENNSYLVANIA, SCHOOL OF ENGINEERING** | PHILADELPHIA, PA Dec 2018  
Candidate for Master of Computer and Information Technology (MCIT) | GPA: 3.87 / 4.00

**UNIVERSITY OF PENNSYLVANIA, COLLEGE OF ARTS AND SCIENCES** | PHILADELPHIA, PA May 2018  
Bachelor of Arts (BA) in Economics, minor in Cognitive Science | Magna Cum Laude | GPA: 3.71 / 4.00

**TRINITY SCHOOL** | NEW YORK, NY May 2014  
GPA 3.70 / 4.00 | SAT: 800 Math, 800 Writing, 740 Critical Reading

**PREP FOR PREP** | NEW YORK, NY 2007 - Present  
A highly selective leadership development program that incorporates a rigorous 14-month academic component to prepare students for placement in leading independent schools, continuing to work closely with them through high school & beyond.

### EXPERIENCE

**PRODUCT MANAGER INTERN, REDFIN** | SEATTLE, WA May – Aug 2018

- Redesigned and improved an agent facing feature, Last Call, which drives 20% more offers per listing on average & increases revenue by 3% due to the escalation of final prices on competitive listings.
- Lead business launches in new Redfin Now markets by running demand driving experiments on high-traffic property detail pages and grow overall contacts & customers by 15% by co-merchandising iBuyer & brokerage businesses.
- Developed product specification for a new Redfin Now customer inquiry form with the goal of increasing conversion rate by 10%, generating higher quality contacts through new informational content & Redfin Home Facts integration.

**TEACHING ASSISTANT, UNIVERSITY OF PENNSYLVANIA** | PHILADELPHIA, PA Nov 2017 - Present

- TA for CIS 350 (*Software Design & Engineering*): held weekly office hours, graded biweekly coding assignments.
- Course Developer for ECON224 (*Statistical Learning and Causal Inference*): developed core course material with Dr. Francis DiTraglia, such as weekly R problem sets, in-class lab tutorials, lecture notes and biweekly quizzes.
- TA for ECON224: Lead in-class quizzes & mini-lectures, hold weekly office hours, grade problem sets & projects.

**PRODUCT SPECIALIST INTERN, FACEBOOK** | MENLO PARK, CA May – Aug 2017

- Supported internal development of products like Facebook Live and Watch on the Product Operations Media Team.
- Designed and built internal toolkit for monitoring bug signal as a consultant for engineering teams, driving down existing hi-pri issues by 80%, lowering incoming volume by 40%, and reducing fix times to less than 14D.
- Developed H2 2017 Media Engineering strategic plan for improving engineering processes and product launch operations; integrated SQL pipelines with a scalable dashboard to provide teams with consistent dogfooding metrics.

**RESEARCH ASSISTANT, THE WHARTON SCHOOL** | PHILADELPHIA, PA Jan - May 2017

- Built & analyzed panel database of alliances and interactions between 100 F500 Firms & 116 NGOS over 13 years.
- Developed data collection protocols, text-mined sources and trained other RAs in aggregating unstructured data.

**GLOBAL MARKETING SOLUTIONS INTERN, FACEBOOK** | MENLO PARK, CA Jun - Aug 2016

- Created an ROI model for the 43 largest Global Sales Operations clients to determine the true cost of service to Facebook for the past 10 quarters, forecast future quarterly revenue and implement new growth incentive strategies.
- Built a custom SQL database to visualize revenue streams, quantify trends within reseller and agency intersections, and recommend new areas for growth for the Global Ecosystems team by identifying 20+ types of partnerships.

### TECHNICAL SKILLS & COURSES

Java / Android Studio (Software Engineering)  
SQL / VBA (Dev Tools for Data Analysis)  
Python (Big Data Analytics)  
R (Microeconometrics, Statistical Inference)

### PROFESSIONAL SKILLS

Self-taught Tableau, Excel, Google Analytics & Sketch.  
Skilled in A/B testing, product research & project management.  
Experienced with wireframing, prototyping, running user tests.  
Knowledge of applied data analysis, data mining and modeling.

### AWARDS

Hispanic Scholarship Fund Scholar.  
Dean's List for 2015 – 2018 Academic Years.  
Member of Cipactli Latino Honor Society.

### ACTIVITIES

Consultant at Marketing Undergraduate Student Establishment.  
Secretary and Treasurer Emeritus of Alpha Chi Rho.  
Professional Development Chair of SHPE Penn Chapter.