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PAUL BOOTH

Engineering Leader

PROFILE

Engineering Leader with 10+ YoE building teams, coaching managers, and making ambitious projects happen. I love people and technology.

EXPERIENCE

Senior Engineering Manager Reddit 🐦

Oct 2019 - NOW

Owned the Messaging Pillar at Reddit, responsible for all the ways Reddit talks to users, and users talk to users on Reddit.

- Managed 25+ engineers and several managers across different domains: Channels Foundation and Platform, Notification and Email ML Relevance, client-based Channels Experience, and fullstack Chat teams
- Responsible for many large product areas: Push Notifications, Email, Chat, Inbox, Announcements
- Led, staffed, and owned additional cross-functional teams outside of primary mission, including r/place and Reddit Recap, each resulting in historical highest DAU record
- Increased operational excellence through introduction of SLOs, new technology adoption for high throughput and big data processing, and procedural changes to decrease on-call burdens
- Largest direct contributor to company priority DAU (Daily Active Users) increases 4 years in a row

r/place

- Led Reddit's most successful April Fools project. Led 17 engineers across the stack to build a global, realtime pixel-placing collaborative art project
- Extremely technically challenging accomplishment. 6.63M requests per second, more than all other Fastly services at Reddit combined. 360.3 Billion Total Requests. 80 Billion events/day peak. 7.1M+ messages/sec fanout to 1.2M+ connected clients at peak. No full outages for r/place or reddit caused by r/place. 0 unhandled frontend exceptions. 3 separate services launched, instrumented, and monitored. All in ~7 weeks development time.
- Single largest increase in Engagement and Retention: 18% Week-over-Week unique DAU increase, 10M+ users, 160M tiles placed, 1Billion screen views, 4 Billion minutes spent in r/place, 100% increase in Time on Site
- Massive off-platform social and brand awareness for Reddit. 2B press impressions, 29M social impressions, 2M views on YouTube, the most popular upload in 6 years, tripled DAU in France and 67% non-US traffic



ACADEMIA

2009 - 2013

Olin College

B.S. in Engineering with a Concentration in Mathematics and Computer Science

2010 - 2013

Mathematics Researcher

L.U.R.E.

Published 3 research papers involving the minimum labeling of graphs under certain constraints related to the channel assignment problem. Spoke at LURE conference and the 2011 Joint Mathematics Meetings, the largest mathematics meeting in the world. Cited over a dozen times, and contributed open source software to the field.

Staff Engineer

Reddit 

2018-2019

Built the infrastructure, systems, and services to power Reddit-scale outbound sends of push notifications, emails, and other user messaging.

- Architected and led development on a scalable system for push notification and email sends, reaching 700M+ daily sends
- Designed user-to-content relevance framework and algorithms to consistently lift Click Through Rate 8+%, increase subreddit subscriptions by 17.1%, and deliver 500k+ DAU increases
- Mentored, coached, interviewed, and closed engineers and candidates in Growth and across Reddit
- Formed a Diversity, Inclusion, and Belonging panel to increase awareness of actionable ways to improve and discuss at Reddit
- Changed the process for hiring engineers including a rubric for technical evaluations, replacement of leaked questions, forming a new interviewing working group withing Reddit Architects, and providing training to improve the way we hire

Founder

Breaksum

2018

Sought to help undergraduate students attain their degree though an automated algebra tutoring app using state of the art ML for symbolic solving, seeking to reduce the 32.9% of U.S. students that do not graduate.

Chief Technical Officer

Classadoo

2017-2018

Built a global, scalable, real-time two-way video teaching and classroom management system connecting CS students in China with experts in Silicon Valley. Architected infrastructure and tools for students, teachers, and administrators, plus taught classes and developed curriculum



Senior Software Engineer

Sendgrid

2017

Following acquisition, responsible for Marketing Campaigns, providing email marketing to small-to-medium businesses. Architected outbound marketing features at scale

VP of Engineering

Bizzy

2015-2017

Joined as a founder to lead engineering and development. Built a company to solve online and email marketing for small businesses. Helped people leave their dead-end jobs to be successful at what they love.

SIDE PROJECTS

Chaterr

Ran the Turing test and other social experiments through Facebook Messenger by writing an XMPP Jabber server to intercept and manipulate FB communication messages

QR & Text

Allows custom QR codes with pixel text embedded in the code itself by manipulating the error control codes

Jezzpaul

Built and operated an online game to learn javascript, canvas, and ran a series of experiments for social virality, social media API integration, and instrumentation of user behavior

Appathy.biz

A small company releasing a new mobile app each week

Independent AI projects

ML projects including a neural network framework (think a bad predecessor to TensorFlow), an AR Q-learning simulation game, genetic algorithm for single player AI adversaries, and an evolutionary algorithm applied to a Hardware Description Language

Wizard Wars

An indie xbox game featuring multiplayer, destructible terrain, and 2D fighting action, developed in high school



- Hired, managed, and led the entire engineering organization
- Responsible for the entire product and technology stack, from CSS on the custom Domain Specific Language to the reliable and scalable infrastructure
- Sent 10s of millions of emails, managed integrations with multiple e-commerce platforms, and developed automated ad management
- Successful acquisition and exit for the company

Senior Software Engineer, Android Technical Lead

Twitter 

2013-2015

Built experiences to show people the value of Twitter on the Growth team.

- Created first phone-centric onboarding (Digits) increased mutual follows 27%, tweets, faves, retweets, mentions sent and received each up 7-19%, number of days that new users logged in increased 3
- New User Experience and empty state improvements: increased 30 day retention 4% absolute over six months
- Review Committee member approving code approvers, Core Values Ambassador, New Hire Orientation teacher, Tweetmasters (Toastmasters) President, Battledecks organizer, Demo Hour winner and host, Tea Time host
- Onboarded, trained, mentored 3 new hires, all promoted, +2 review privileges, and owners of infrastructure
- Managed launch of World Cup 2014 NUX - huge cross-functional effort, timeboxed development of new features under an aggressive timeline

Uncategorized roles

Google, Facebook, MIT

Previous

Interesting experiences from more than a decade ago.

- Google+ engineering intern, working on core Infrastructure and Latency, during the launch of Google's answer to Social **G+**
- Extended Kral-Skrekovski-Tancer Conjecture by completing previously intractable calculations on $\approx 1.18 \times 10^8$ graphs each with 24 vertices and 3 edges per vertex in less than a week.
- 9 month startup project funded by Facebook on physical social media devices; authored a utility patent held by FB 
- Won over \$3000 from Hubspot founder Dharmesh Shah in MIT entrepreneurship class
- Volunteer mentoring disadvantaged high school students for 3+ years, Habitat for Humanity, food banks, local libraries. I love to grow communities!