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2024

Self Review

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What impact have you achieved in 2024? Include impact achieved, progress against business goals, contributions to efficiency initiatives, and [building internal community](#).

I took several areas of Marketing-Messages (MM) and helped bring them from concept to launch to support MM-Liquidity. Overall resulting in **~34% of MM-potential-revenue** (19.8% WCA, 11% finserv, 4% HEC) unblocked. Launched Reach-estimated-card

I also laid the foundation of much larger revenue unblock via building foundation of all custom audiences targeting, identifying path forward for signal defense, identifying broader regulated-vertical risks, initiating signals and measurement required for onboarding quality & quality-flag for optimized delivery.

Ensured end to end Error/Warning system & Integrity for Marketing messages, without which the entire MM system could not be launched. Mitigated the risk of $235M in non-MM ads revenue loss through early analysis and mitigation of the D4 Hybrid model

I also contributed to bring AI/ML & GenAI understanding of ~1K PM's by building courses & events, while supporting hiring & mentoring goals.

Strategy

- **WCA:** Developed a strategy for a privacy-aware WCA targeting product, potentially increasing liquidity by ~19.8% for common campaigns. Proposed expanding the WCA platform to include all Custom Audiences (CA), including DFCA and MACA.

  ° Drove strategic direction, identified a privacy-aware architecture, and aligned multiple teams towards launch.

- **ABS:** Developed a privacy-aware strategy to capture read, Delivered & Click signals from businesses in Cloud API to OD system, enabling quality flags to be shared with WhatsApp.

- **Regulated Verticals:** Identified and addressed regulatory risks for Marketing Messages, including processes and direction for Finserv, HEC, Political Ads, and CFPB risks, ensuring effective risk mitigation.

- **Quality:** Delivered a new Quality Signals/Measurement Proposal, enabling measurement of different dimensions of quality. Developed a path to leverage these signals to build optimized delivery controls.

- **Integrity:** Bootstrapped integrity understanding and identified potential integrity and regulatory risks. Developed a mitigation strategy in collaboration with cross-functional teams including Legal, Policy, and R&P.

Execution

- **WCA:** (a) Launched & Validated end to end WCA feature as the first Targeting product for MM, from concept to onboarded customers (MySkill). WCA takes up a 19.8% ads revenue share globally, and in a zoomed-in eligible markets and retargeting use case scenario, its percentage is 46.5% across all campaign types. (H1 lookback). (b) Took over execution of Reach-estimated-card when this track was blocking the WCA launch, resulting in unblocking all Targeting products

- **Anonymized Business Signal (Read, Delivered):** Improved the quality of the MM by collecting message metadata signals from businesses, via generation of quality flag for MM. Developed a privacy-aware strategy & product to capture signals from businesses in Cloud API to OD system

- **Brazil Signal Defense (Deep conversion, Clicks):** Ensured Defense against regulatory pressure for CTWA & MM for 1PD sharing. Identified the risk, mitigation path forward, and got the lama approved ready for execution using DC & Clicks

- **Regulated Verticals: (a)** Unblocked launch of **Finserv** for MM-lite & Ads-manager for India & Brazil, expected 11% of MM revenue for ads manager, and enabling onboarding of banks for MM-lite, unblocking onboarding all banks. (b) Unblocked onboarding of HEC customers (~4% of ads revenue) (c) Raised awareness of overall regulated-vertical

- **Integrity :** (a) Delivered end-to-end Error/Warning system for ads manager for Marketing messages. (b) Mitigated the risk of $235M in non MM ads revenue loss through early analysis and mitigation of the D4 Hybrid model in close collaboration with multiple teams including SWE and EM (c) Launched the support for legacy experience which was impacted with action column rollback and threatened breaking ads manager experience for all (d) Bootstrapped integrity understanding, identified strategy, and delivered products mitigating policy and regulatory risks. Collaborated with WABI, Integrity, Messenger, Ads, R&P Legal, and Policy teams

- **Quality:** In H1, Delivered a new Quality Signals/Measurement Proposal for MM, enabling measurement of different dimensions of quality.

Organizational Contribution

- **Upskilling :** As part of PMx Launched a GenAI bootcamp training (373 PM's signed up), "High-level ML Concepts for PMs" course (415 enrollments), Hosted first in-person AI/ML PM event (235 signups) and served as a recruitment ambassador. Gave GenAI intro training to 100s of TPMs and 35 Hardware engineers.

- **Recruitment :** Acted as a recruitment ambassador, conducting introductory conversations with new Meta recruits.

- **Mentorship:** Mentored PM (neerusharma, christinazheng) and provided interview support for Shweta Goyal. Hiring support for 4PMs who joined Meta.

- **Interview :** Conducted many interviews and reverse shadow interview training.

Share 1-3 strengths (work you most enjoyed and excelled at). Use the Meta Skills or expectations.

1. **Strategic Thinking:** Excels in identifying and building strategies to mitigate risks, as

seen in the Integrity and Regulated Verticals projects. Enjoys driving clarity and strategic direction for complex projects.

2. **Cross-functional Collaboration:** Skilled at working with cross-org teams to achieve project goals, evident in projects involving WABI, Integrity, Messenger, Ads, R&P Legal, and Policy. Enjoys facilitating alignment and collaboration.

3. **Mentorship & Knowledge Sharing:** Passionate about mentoring and upskilling colleagues, as demonstrated by mentoring PMs and launching the ML Concepts course for PMs.

What are 1-2 areas you are intentionally working on to grow or improve? Use the Meta Skills or expectations.

Improving Operating Cadence: Aiming to establish a better operating cadence to manage multiple projects efficiently, ensuring smooth execution and timely delivery.