

# Will Hayward

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## Education

- **University of California Berkeley** 2009 – 2013  
*Statistics and Economics Double Major: 3.82 GPA*
  - Introduced to programming via statistical programming with R
  - Experience with regression models, time series analysis and machine learning methods
- **Community College of San Francisco** 2017
  - Programming Fundamentals in C++ ( CS110b) and Data Structures and Algorithms in C++ (CS110c)
  - Teachers assistant for CS110b

## Experience

- **AppLovin** March 2014 – Today  
*Summary*
  - Built out data pipelines and KPI reporting to drive decision-making across the company
  - Created and maintained repeatable processes to support all aspects of the business
- *Sr. Product Analyst* January 2018 – Today
  - Designed, implemented and maintained the org's Salesforce instance i.e. schema design and data flow
  - Maintained 95% test coverage of Apex code-base (Salesforce's Javaesque back-end language)
  - Integrated internal and external data services into Salesforce to further facilitate automation and reporting
    - \* Integrated Apptopia to scrape app ranks from the Android and iOS stores
    - \* Integrated Slack as an alert system to notify users /teams of important events
    - \* Integrated Gmail to search users inboxes for relevant emails and store them in Salesforce
    - \* Integrated Mailchimp to manage email lists based on user behavior
  - Reworked org's Google Analytics setup
- *Product Analyst* April 2015 – January 2018
  - Developed a reporting framework in Python
    - \* Based on MVC pattern, but excludes the controller layer because the reports are non interactive (think email reports)
    - \* This framework has been extended to support all internal reporting at AppLovin
  - Built out internal processes e.g. invoicing, campaign tracking testing, design project management
- *Account Manager* October 2014 – April 2015
  - Owned a book of clients and advised them on how to buy on our platform
- *Business Analyst* March 2014 – October 2014
  - Wrote a creative analysis suite in R to analyze the effectiveness of different ads
  - Wrote a log parser in Python to help other analysts convert request logs into an Excel friendly format

## Projects

- **nothe.me**
  - A website which wraps Tumblr's API and provides access to Tumblr with a minimal UI, minimal JavaScript dependencies, and all content rendered server side.
  - Stack: Linux, Nginx, Python
  - Other technologies: Docker, Flask, Jinja, and Sass
  - Noteworthy features: separate desktop / mobile sites, ability to filter by post type, 2FA for logging into Tumblr so that users can perform actions such as: like, reblog, and follow
- **clickonly.us**
  - Click tracking and analytics portion of a larger project that never saw the light of day
  - Stack: Linux, Nginx, Python
  - Other technologies: Docker, Flask, LetsEncrypt, Postgres, and RabbitMQ
  - Interesting design decision: A queue of previously visited pages is the only info stored in cookies. The goal was to store a minimal amount of non-identifiable data that could yeild maximum insight.

## Other Skills

- Git, Bash, SQL, Linux, QA, technical customer support