Will Hayward

whywrd@gmail.com
github: whywrd
(805) 570-0371

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**   April 2014 – Today
  Summary
  - Designed, built and anaylyzed systems critical to AppLovin's growth
  - Built out data pipelines and KPI reporting to drive decision-making across the company
- *Sr. Product Analyst*   January 2018 – Today
  - Designed, implemented and maintained the org's Salesforce instance i.e. schema design and data flow
  - Integrated internal and external data services into Salesforce to further facilitate automation and reporting
    * Integrated Hubspot and Google Analytics to provide data to the marketing team
    * 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 IronSource to facilitate contract flows and parse relevant contract terms
- *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, tracking testing, design project management
- *Account Manager*   October 2014 – April 2015
  - Owned a book of 10 clients (including Apple, Uber, Facebook) 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, Sass, LetsEncrypt
  - 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
- **drct.cc**
  - Link shortener
  - Stack: Linux, Nginx, Python
  - Other technologies: Docker, Flask, Postgres, RabbitMQ, LetsEncrypt
  - Interesting design decision: A queue of previously visited pages is the only info stored in cookies. The intention is to store non PII data, but still be able to deduplicate user count in analytics.

Other Skills

- Languages: Python, C++, Java
- Git, Bash, SQL, Linux, QA, unit testing, technical customer support