

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 statistics with R
 - Experience with regression models, time series analysis, and machine learning methods
- **Community College of San Francisco** 2017
 - Studied data structures and algorithms in C++ (CS110c)
 - Assisted Professor David Harden for CS 110B (Programming Fundamentals in C++)

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
 - Developed internal tools used for reporting and business intelligence
 - * Wrote libraries to enable other team members to easily consume data from 3rd party APIs
 - * Built email reports to point out data inconsistencies and recommend solutions
 - * Created a charting application dashboard with an opportunity queue for the Sales team
 - Designed, implemented, and owned the org's Salesforce instance
 - * Maintained test coverage of Apex code-base (Salesforce's Javaesque back-end language)
 - * Examples of Salesforce features I developed include:
 - Integrated HubSpot and AdWords to manage email lists based on user behavior
 - 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 Echosign to store legal documents and their activity history in Salesforce
 - Reworked org's Google Analytics setup
 - * Wrote tracking code to tie external user ids to internal ids on signup
 - * Moved all analytics code into Google Tag Manager
- *Product Analyst* April 2015 – January 2018
 - Developed a Model-View-Controller reporting framework in Python
 - * This framework has been extended to support all internal reporting at AppLovin
 - Built out internal processes e.g. invoicing, conversion tracking, and design project management
- *Account Manager* October 2014 – April 2015
 - Owned a book of 20 clients including Machine Zone, Apple, and Uber 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

Skills

- Python (3), Numpy / Pandas, Git, Bash, SQL, Linux, QA, SFDC, Apex Development, Testing, technical - customer support