

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*
 - 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