

Will Wright

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Profile

Data Scientist with 5 years experience in statistical modeling and machine learning. Developed and delivered end-to-end projects for a range of teams. Enjoys cross-team collaboration, simplifying complicated problems, and building self-validating models to deliver actionable insights and BI tools.

Highlights

- End-to-end data pipeline design
- Leading cross-team data initiatives
- Marketing & sales analysis
- A/B Testing
- Predictive & descriptive modeling
- Classification & regression

Professional Experience

- Data Scientist - Vevo 2020-current
- Worked closely with various teams (Sales, Marketing, Research, Label Relations, etc.) to gather requirements and deliver sales products and BI tools
 - Independently developed self-validating classification / regression models and prepared code for production
- Researcher and Software Engineer (Intern) - Apple 2016
- Prototyped ML algorithms to inform the direction of an autonomous systems project
- Assistant Instructor - CSU, East Bay 2011 - 2013
- Middle / High School Teacher - CA 2009 - 2011

Selected Projects

- Data Driven Ad Products
- Brand Targeting - Built a modeling platform to identify top-performing music videos for a given advertiser or ad industry
 - Audience Targeting - Created ad models leveraging US Census data to target key demographics (income, education, ethnicity, car ownership, etc.)
- Exercise Playlist Recommender
- Developed a playlist recommender using video metadata (mood, energy, BPM) to create customized exercise playlists for running, interval training, and yoga
 - Built a POC web app for internal users to participate in beta testing
- Viral Video Predictor
- Synthesized product requirements from various teams (Research, Playlisting, Marketing, Label Relations) to develop a single multi-purpose model
 - Created model which identifies viral videos weeks before peak views and the cause of viral trend (eg, TikTok, Instagram, etc.)
 - Delivered Looker dashboard to label partner leadership (UMG, Sony Music)

Education

- PhD Mathematics - University of California, Davis 2019
- Dissertation: An Improved Descent Method for Noisy Phase Retrieval ([pub](#), [full](#))
- MS Applied Math - CSU, East Bay 2013
- BS Political Science and Philosophy - Penn State 2006

Key Skills

- ETL & modeling: SQL, pandas, numpy, scipy, scikit-learn, XGB, NLTK, Pillow
- Cloud computing: Amazon Redshift & S3, Domino Data Lab
- BI / Viz tools: Tableau, Looker, Matplotlib, Plotly, D3.js
- Production: Git, Airflow
- Web development: Flask, HTML, JavaScript