

Andrew J. Bibian

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SPECIALIZED SKILLS

- **Languages:** Python (5 years), R (7 years), SQL (5 years), Bash (3 years)
- **Analytics:** Bayesian Modeling, Regression, Numerical Simulations, Random Forest, NLP
- **Programming Tools:** AWS (2 years), Snowflake (3 years), Looker (3 years), Airflow (3 years)

EXPERIENCE

Staff Data Analyst – Tech Lead, Ads Performance **December 2022 – April 2023**

Doximity – San Francisco, CA (100% remote)

- Provided org-wide guidance on ad-business strategies, sized ad-product opportunities, and developed measurement strategies to enable the business to scale to >\$400M in revenue from \$100M.
- Set the data-side roadmap for the Ads Performance team, established and maintained data contracts on ad-opportunities, unified advertising data sources, and set data governance goals.
- Designed, implemented, and advanced a generalized framework for optimizing advertising opportunities across Doximity's platform using online learning and counterfactual reasoning ("what-if scenarios").

Senior Data Analyst – Tech Lead, Ads Growth **March 2022 – December 2022**

Doximity – San Francisco, CA (100% remote)

- Optimized the advertising platform to increase realized value by \$29M/year via new optimal control structures i.e., dynamic ad frequency
- Set the data-side roadmap for the Ads Growth team, collaborating with all stakeholders across a 5-team ads umbrella & 3 team business umbrella to support business needs.
- Led data governance initiatives to transition web & data development patterns to streaming, pushed internal tooling shifts for platform & definition consistency, and researched areas for future road maps.

Data Analyst – Tech Lead, Ads Prioritization **April 2020 – March 2022**

Doximity – San Francisco, CA (100% remote)

- Led the Ads Prioritization team to support realizing >\$250M in ad value from \$100M.
- Implemented new optimal-control system to support >=30% increases in revenue from YOY growth for 2 years e.g., weekly engagement budgets for pacing and user-level bidding.
- Established data standards with internal tooling, speeding up metric pipelines by 75% (UDFs), and participated in prototyping internal tooling.
- Created and led the DA-book-club through 3 books, developed multiple rotational knowledge sharing initiatives, delivered 4 data tech talks and 2 umbrella talks on data strategy.

Senior Data Scientist/Engineer **September 2018 – April 2020**

CredibleMind – Sausalito, CA - Seed funded startup with 7 FT employees (90% remote)

- Establish the company's reporting systems to manage an online content aggregator for mental health resources.
- Developed over 50 microservices that powered a backend ETL system with Python, AWS (SQS, SNS, Lambda, Step Functions, RDS, s3, SSM), and the Node.js Serverless framework.
- Trained a deep learning text classifier via transfer learning and improved model precision by 30%.

EDUCATION

M.A. Ecology & Evolutionary Biology - Rice University 2015

B.S. Wildlife, Fish, and Conservation Biology - University of California, Davis 2010