Jonathan Avila

jonathan.r.avila@gmail.com | (917) 562 6451 | jonathanravila.com

EDUCATION

UNIVERSITY OF PENNSYLVANIA — **Philadelphia, PA**
Candidate for Master of Computer and Information Technology (MCIT) | GPA: 3.87 / 4.00 — **Dec 2018**
Bachelor of Arts (BA) in Economics, minor in Cognitive Science | GPA: 3.71 / 4.00 — **May 2018**

TRINITY SCHOOL — **New York, NY**
GPA 3.70 / 4.00 | SAT: 800 Math, 800 Writing, 740 Critical Reading — **May 2014**

PREP FOR PREP — **2007 - Present**
A highly selective leadership development program in New York that incorporates a rigorous 14-month academic component to prepare students for placement in leading NYC independent schools, continuing to work closely with them through high school & beyond.

EXPERIENCE

REDFIN — **Seattle, WA**
Product Management Intern — **May – Aug 2018**
- Redesigned an agent feature, Last Call, which drives 20% more offers & increases final sale price by ~3% on competitive listings.
- Lead Redfin Now technical business launch in Orange County and ran demand driving experiments on high-traffic property detail pages to grow overall contacts & customers by 15% by co-merchandising iBuyer & listing businesses.
- Developed product specification for a new RedfinNow customer inquiry form with the goal of increasing conversion rate by 10%, decreasing bounce rate by ~30% and generating higher quality contacts through new informational content & conditional steps.

UNIVERSITY OF PENNYLSVANIA — **Philadelphia, PA**
Teaching Assistant & Researcher — **Nov 2016 - Present**
- Course Developer for ECON224 (*Statistical Learning and Causal Inference*): developed core course material with Dr. Francis DiTraglia, such as weekly R problem sets, in-class lab tutorials, lecture notes and biweekly quizzes.
- TA for ECON224: Lead in-class mini-lectures, hold weekly office hours, grade problem sets, quizzes & group projects.
- TA for CIS 350 (*Software Design & Engineering):* held weekly office hours, graded biweekly coding assignments.
- RA for Wharton Ph.D Candidate Kate Odziemkowska (*Management Department*): Built & analyzed panel database of alliances and interactions between 100 F500 Firms & 116 NGOS over 13 years, developed data collection protocols & text-mined data sources.

FACEBOOK — **Menlo Park, CA**
Product Specialist Intern — **May – Aug 2017**
- Supported internal development of products like Facebook Live and Watch on the Product Operations Media Team.
- Designed and built internal toolkit for monitoring bug signal as a quality consultant for engineering teams, driving down existing hi-pri issues by 80%, lowering incoming volume by 40%, and reducing fix times to less than 14D.
- Developed H2 2017 Media Engineering strategic plan for improving engineering processes and product launch operations; integrated SQL pipelines with a scalable dashboard to provide teams with consistent dogfooding metrics.

FACEBOOK — **Menlo Park, CA**
Global Marketing Solutions Intern, Facebook University for Business — **June – Aug 2016**
- Created an ROI model for the 43 largest Global Sales Operations clients to determine the true cost of service to Facebook for the past 10 quarters, forecasted future quarterly revenue and implemented new ad growth incentive strategies.
- Built a custom SQL database to visualize revenue streams, quantify trends within reseller and agency intersections, and recommend new areas for growth for the Global Ecosystems team by identifying 20+ types of partnerships.

TECHNICAL PROJECTS
Coded Android Reminder App using Java.
Built Temperature Sensor & Server using Arduino, C & JS.
Trained Taxi Dropoff Location Classifier using Python.
Teach SQL & R (dplyr, ggolot2).

PROFESSIONAL SKILLS
Self-taught Tableau, Excel, Google Analytics & Sketch.
Skilled in A/B testing, product research & project management.
Experienced with wireframing, prototyping, running user tests.
Knowledge of applied data analysis, text mining and statistical modeling.

AWARDS
Hispanic Scholarship Fund Scholar.
Dean's List for 2015 – 2018 Academic Years.
Graduated Magna Cum Laude.
Member of Cipactli Latino Honor Society.

ACTIVITIES
Consultant at Marketing Undergraduate Student Establishment.
Secretary and Treasurer Emeritus of Alpha Chi Rho.
College Liaison for Society of Hispanic Professional Engineers (SHPE)
General Board Member of Penn Outdoors Club