

J. PAULO C. PANALIGAN

[Link](#) | 952.992.9524 | link@jpcp.net

SKILLS OVERVIEW

- Current role involves implementing industry white papers into machine learning algorithms.
- Over 7 years of collective experience writing Python, Java, Scala, PHP, and bash.
- Over 5 years of collective experience with MongoDB, PostgreSQL, MySQL, and Microsoft SQL Server.
- Experienced in configuring data science tools (i.e. Jupyter and Apache Zeppelin).
- Experienced in configuring data pipelines on AWS and GCS.

EMPLOYMENT HISTORY

Senior Big Data Engineer, *Rubicon Project*

8/15/2016 — Ongoing

ATARI – AutoToggle Ad Request Index

- Assigns a bypass probability to an ad request depending on attributes' historical performance for a target KPI.
- Implemented metrics dashboard to measure filtering performance.

ELMo – Expanded Linear Model

- Linear model expanded over multiple variables to score the quality of a given ad request.
- Implemented algorithm to control filtering based on resource utilization.

NHT Detector – Non-Human Traffic Detector

- Outlier detection algorithm written in Hadoop. Generates PDF of each attribute and flags outliers for human review.
- Implemented dashboard allowing users to define custom weights when prioritizing which inventory to ban.

Software Engineer, *Rubicon Project*

11/18/2013 — 8/14/2016

Seller Data Feeds – Log file aggregation and delivery

- Log file aggregation in Hadoop. Python data packaging and delivery. PHP configuration UI.
- CI job collects, removes invalid records from, and packages logs for delivery via GCS, S3, and SFTP.

Proteus – Configurable JavaScript injection library

- Used to evaluate ads while being rendered by the browser.
- Used to inject configurable JavaScript code (i.e. custom pay-wall for content, etc.).

Unregistered Advertisers Dashboard – Internal tool for advertiser classification

- Data aggregation written in Hadoop. Angular UI.
- Identifies highest value unregistered advertisers and provides internal users with a classification dashboard.

SIDE PROJECTS

Lead Engineer, *Menlo Avenue*

5/12/2016 — 12/15/2016

myPMG - A community built specifically for doctor mothers

- Managed a remote team to implement a mobile friendly web application built on Telescope.
- Lead a team to implement a pay-wall to restrict content access.

Co-Founder, *Snyc*

10/3/2013 — Summer 2015

Snyc - Ephemeral social updates broadcast to your friends

- Designed and implemented backend API using the Play Framework.
- Increased DAUs via look-alike modeling of content metadata.

EDUCATION

BS Computer Engineering and Computer Science, University of Southern California
Minor: Music Industry