

Hunter Lybbert

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Professional Experience

Senior Data Scientist

August 2025 – Present

VideoAmp (AdTech)

Remote (Seattle, WA)

- Maintain and enable additional new features for linear TV incremental conversion outcome model
- Plan, execute, and analyze experiments to ensure model performance consistency over time
- Lead cross team discussions to ensure alignment over project lifecycles
- Used AI to synthesized new team specific onboarding docs reducing onboarding time by more than 50%

Intermediate Machine Learning Engineer

May 2022 – September 2024

VideoAmp (AdTech)

Remote (Philadelphia, PA)

- Planned and led project to move overnight TV airings model to production securing a contract with a high profile client, combined with other efforts resulting in multi-million dollar returns
- Calculated reach and frequency for ad campaigns; processing hundreds of millions of impressions
- Deployed predictive models through Snowflake stored procedures and databricks integrating with snowflake model registry and feature store
- Built ad spend optimization tool to maximize reach with respect to impressions across streaming platforms
- Insured code quality through pre-commit linters and testing; maintaining repo wide code coverage of +88%
- Converted experimental Jupyter Notebooks to production ML pipelines using airflow to execute Python scripts on Databricks ephemeral clusters
- Communicated technical details in a cross functional team of project managers, data scientists, and engineers

Data Science Contractor (Visualization)

January – April 2022

LTAC Global

Remote (Provo)

- Developed 3D visualization script in Python to plot 'confidence interval' ellipsoids representing vocabulary variation among authors

Data Analyst Intern (Healthcare Research)

May 2021 – January 2022

Kleinman Analytic Solutions

Provo, UT

- Modeled healthcare costs for patients on specific drugs using R for statistical analysis and regression
- Conducted initial research and build tables of the population of interest from EHR's using SQL

Undergraduate Mathematics Research (NLP & Wildfire Groups)

October 2020 – August 2021

Brigham Young University

Provo, UT

- Created dataset of millions of English sentences by web scraping with BeautifulSoup and Selenium
- Optimized the NLP model by adjusting various hyperparameters across training instances
- Approximated final spread of wildfire using image segmentation to identify perimeter in satellite images
- Predicted wildfire spread by simulating spread on a numerical representation of the environment

Education

MS, Applied & Computational Mathematics

September 2024 – June 2025

University of Washington

Seattle, Washington

BS, Applied & Computational Mathematics

August 2016 – April 2022

Brigham Young University

Provo, Utah

Volunteer Experience

Full-Time Volunteer Representative

September 2017 – August 2019

The Church of Jesus Christ of Latter-day Saints

Cape Coast, Ghana

Skills

Basics: Python, Git, SQL

Tech Stack: Virtual Envs (Conda & Pyenv), Poetry, Snowflake, AWS, Databricks, Airflow, Astronomer, PyTorch, TensorFlow, CI/CD (CircleCi), MLflow, Docker, Postgres, Unix, Scikit-learn, Geopandas, GIS

Methods: Regression, Tree based Methods, Optimization, Bayesian Statistics, Finite Difference, Finite Elements, Fourier Analysis, Markov Chains, Monte Carlo, Sampling, Time Series Analysis, Spectral Analysis, SVD