

Hunter Lybbert

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Professional Experience

Senior Data Scientist

August 2025 – Present

VideoAmp (AdTech)

Remote (Seattle, WA)

- Research, test, and enable Double Machine Learning models for linear and digital TV advertising incrementality
- Developed and presented a new methodology to the methodology review board that identified additional confounders in the incrementality model
- Identified a critical modeling bug during a rapid-response investigation, reducing incrementality measurement error by 5x prior to product release
- Lead projects through on-time delivery by aligning requirements and communicating effectively with cross-functional stakeholders
- Built a Claude skill that automatically drafts methodology requirement documents for the Data Science team, reducing drafting time by 4x

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 Internships (Visualization and Healthcare Research)

May 2021 – April 2022

Kleinman Analytic Solutions and LTAC Global

Remote (Provo)

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

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

Programming & Data: Python, Git, SQL, Unix, Claude

Methods: Causal Inference, ATE, ATT, *do*-Calculus, Graphical Causal Models, Propensity Score Modeling, Difference in Difference, A/B Testing, Optimization, Bayesian Statistics, Markov Chains, Monte Carlo, Sampling, Time Series Analysis, Spectral Analysis, SVD

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