SCOTT NEIL

AI Product Manager and Data Scientist at Meta for 8 years. Self-employed since 2022.

LINKEDIN ↗ CONTACT ✉ WEBSITE ↗

EXPERIENCE

SELF-EMPLOYED

2022 – PRESENT

> **Social media:** Work with my partner (@fashionbyally, 1.5M+ followers across platforms) on content creation: strategy, video concepting, videography and photography. Worked with global brands such as Amazon, Apple, Waymo/Google, Four Seasons, and United Airlines. Authored a travel guide that sold hundreds of copies and drove thousands of newsletter subscribers.

> **Startup consulting:** Trained ML models and built extraction pipelines that turn raw building plans into structured data for pre-construction planning. Iterated on internal training environment to speed up dataset creation and labeling. Improved data models and chat functionality for a better user experience.

> **Trading & crypto:** Traded and experimented extensively across stocks and crypto, supported by custom research tools I built.

> **Personal projects:** Built a wide range of projects for trading, crypto and sealed MTG, examples at scottsbots.xyz. Theme across some projects is finding datasets and YouTube video catalogs and turning them into actionable tools.

META

2013 – 2021

AI Product Manager · Messenger Business AI — JUN 2018 – JUN 2021

> Ads Optimization: grew revenue and business outcomes in Messenger through improved ad models and delivery. Led project for future version of Click-to-Message (CTM) ads optimization, partnering closely with privacy, legal, and policy to deliver a compliant strategy.

> Quality/Integrity: drove cross-company workstream, aligning group leads, and consistently reducing bad and policy-violating ad experiences in Messenger and CTM ads.

> Growth: built person-to-business messaging tools, additionally increasing outcomes and feeding back into model improvements.

Data Scientist, Analytics · Instagram Core Business — FEB 2017 – JUN 2018

> Sized and prioritized opportunities to help businesses grow on Instagram, partnering with Product and Engineering on the Insights and account-tips roadmap.

> Performed sensitive analytics projects for the Instagram API.

> Built pipelines and dashboards, filling in gaps for Data Engineering.

Data Scientist, Analytics · Facebook Videos — AUG 2014 – FEB 2017

> Led analytics for Performance, Live, Suggested Videos and Facebook Watch; informed changes that helped grow Videos to 10B+ daily views.

> Defined core metrics, ran A/B test design, evaluation and ship decisions on new products.

> Scaled analysis capacity through pipelines/dashboards, tooling, education and mentoring as the engineering team grew over 5x.

Product Analyst Intern · Facebook Groups — 2013

> Sized and prioritized growth opportunities for Groups, regularly sharing work with senior leadership. Defined metrics, built pipelines and dashboards to support team's analysis.

OTHER

> **Periscope Capital:** Investment Assistant / Technical Lead

> **BMO Capital Markets:** Fixed Income / Money Market Trading Analyst

EDUCATION

University of Waterloo · BASc, Systems Design Engineering