Billy McKittrick '27
Internship at Appcast, Inc.
Summer 2024

This past summer, I used my Byrne scholar funds to do a data science internship in the upper valley area for a large programmatic advertising technology company called Appcast, Inc. For 8 weeks through the months of June and July, I immersed myself in the fast-paced world of data science and programmatic advertising, commuting to the office and experiencing the vibrant work culture of a leading tech company.

During my internship, I worked on several projects that involved exploring data-driven solutions to optimize job advertising strategies. My role allowed me to dive into datasets and experiment with different tools and techniques like python, SQL, and Excel to uncover insights that could improve job listings' visibility and performance with down funnel hiring metrics. I enjoyed collaborating with talented professionals, discussing ideas over coffee breaks, and attending team meetings where I could see firsthand how data science drives decision-making in the business.

My experience at Appcast was full of learning and exploring new concepts. It was exciting to see the real-world impact of data, and I am grateful for the chance to apply my skills in such a dynamic environment. The internship not only deepened my understanding of data science but also fueled my passion for using data to solve complex problems. Thank you to the Byrne family for their support!