



# MARISSA CLARK

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**Summary:** Data scientist with a passion for understanding human behavior and human interactions using statistics. 5+ years experience utilizing statistical and quantitative methods for inference, prediction, classification and communication of people-centric data. I thrive collaborating with others and excel in data visualization and presentation.

## EDUCATION

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**Dartmouth College** | Master's Degree Equivalent in Psychology and Brain Sciences | 2018- 2021

**UCLA** | Bachelor's in Science in Cognitive Science, Minor in Neuroscience | 2011-2015

## TECHNICAL SKILLS

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### Programming:

Python, R, Bash,  
Scipy, Pandas, Numpy, Tensorflow  
familiar with SQL, Matlab, Javascript,  
Flask, AWS, Looker

### Statistical Analysis:

Hypothesis testing, Linear and Logistic  
Regression, Multilevel Modeling,  
ANOVA, T-test, Chi-square,  
Machine Learning, Natural Language  
Processing

### Data Reduction & Visualization:

Seaborn/Matplotlib, ggplot, PCA,  
MDS, Factor Analysis

## EXPERIENCE

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### Data Scientist at Home Chef (2021-Present)

- Collaborate with internal analytics team of developers and engineers to design, deploy, and productionalize models and tooling
- Analyze, measure, and optimize our marketing investments and tactics across multiple channels using advanced analytical techniques and statistical analysis (e.g. multi-touch attribution modeling, media mix modeling, LTV modeling, etc) in collaboration with marketing team
- Build models to optimize what choices we are offering to our customers and help measure impact of different product decisions in collaboration with product teams
- Communicate and synthesize findings to present insights to all levels throughout the organization

### PhD Student at Dartmouth College (2018-2021) | Computational Social Neuroscience Lab

- Led **\$3,500,000 project** on understanding how videos evoke unique and shared emotional experiences
- Collected data from over **4,000 online participants** and **recruited 80 participants** for in-person study
- Analyzed **130GB** of three-dimensional functional neuroimaging data
- Performed analysis including data cleaning, shared response modeling, factor analysis and principal component analysis, feature selection and event segmentation using a Hidden Markov Model

### Lab Manager / Research Coordinator at Stanford University (2016-2018) | Social Neuroscience Lab

- Coordinated scheduling, IRB compliance and grant-compliant finances of 30+ staff members, researchers and students
- Created lab-wide protocol for preprocessing and analysis of neuroimaging data in python
- Led a neuroimaging project analysis studying the effects of speaker engagement on listener empathy

## AWARDS AND GRANTS

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**Finalist in Dartmouth Hackathon** (2019) Personalized Menu Recommendation System: [www.mytastespace.com](http://www.mytastespace.com)

**First Place in Thayer Consulting Case Competition** (2019) Sponsored by Google & McKinsey & Co.

**Winner of The Expat Woman's Hackathon** in San Francisco (2017) Best use of programming category