


MARISSA CLARK

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Summary: Data Scientist skilled in understanding and translating client needs into efficient data science models resulting in clear and actionable insights. My background in computational psychology, neuroscience and data science gives me an edge in understanding and modeling human behavior and communicating findings to technical and non-technical stakeholders alike.

EDUCATION

Dartmouth College | Master's Degree in Psychology and Brain Sciences | 2018- 2021
UCLA | Bachelor's in Science in Cognitive Science, Minor in Neuroscience | 2011-2015

TECHNICAL SKILLS

Programming:

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

Statistical Analysis:

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

Data Reduction & Visualization:

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

EXPERIENCE

Data Scientist at Home Chef (2021-2022)

- Developed linear television attribution model for attributing customer acquisition to individual tv spots and spend and discovered discrepancy with proprietary vendor that save approx. \$500,000 a year in tv spend
- Built individualized customer lifetime value model to predict individual customer spend and longevity at the 3,5 and 10 week mark using sql, pandas and xgboost that led to a rehaul of customer targeting
- Designed and developed forecasting method for Meal Kit Subscription company that increased accuracy in predicting meal component needs saving approx. \$750,000 per year in food waste and last-minute ordering
- Designed a natural language processing pipeline to categorize customer feedback to quickly detect and respond to trends in customer responses.

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
- Presented data and analyses for 100+ person audience (presentation: marissa-clark.com/presentations)

Dartmouth Graduate Consulting Group Consultant (2018-2020)

- Analyzed sales, marketing and customer data to make data-informed business decisions
- Counseled owner to effective marketing strategies for key demographics
- Informed business decisions that saved over \$50,000 in budget

Lab Manager / Research Coordinator at Stanford University (2016-2018)

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

AWARDS AND GRANTS

Finalist in Dartmouth Hackathon (2019) Personalized Menu Recommendation System: 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