



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

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, 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

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
- 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

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