

Aurore Gosmant

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TECHNICAL SKILLS

Programming Languages: Python, R, SQL, Git, Bash, Cursor.

Gen AI & Machine Learning: MMM (Causal/Bayesian), MCMC, LLM tuning, GPT/LLAMA, Scikit-learn, PyTorch.

Data Science & Analysis: NumPy, Pandas, Polars, Streamlit, Plotly, Gurobi.

Cloud & MLOps: AWS (SageMaker, EC2, S3), Docker, Snowflake, MLflow, Google Workspace API, Meta/X API.

EXPERIENCE

Senior Data Scientist

Nov 2024 - Present

Known Global

San Francisco, US

- Lead advanced Marketing Mix Modeling (MMM) development using Causal and Bayesian inference for clients such as HP, St Jude, and MSK, generating +8.6% KPI lift and optimizing media budget allocations of \$80M+/year.
- Drives innovation by developing and overseeing Sceptic Labs, a cutting-edge suite of 24 Streamlit apps that integrate Marketing APIs, LLM prompt fine-tuning, GPT API use, and advanced statistical and ML models to automate analyses, generate audiences, keyword ideations, analyze videos, etc. resulting in \$1M+ per month in licensing revenue.
- Coordinate automated audit workflows for 7 clients in parallel, deploying end-to-end pipelines (Data Lake, Python, Streamlit, Google Workspace API) to analyze 500+ social media marketing campaigns, representing \$100M+/year in budget and identifying \$30.9M/year in incremental revenue.
- Manage 2 data scientists, mentor 3 junior data analysts, and act as hiring manager for Social data science team.
- Main point of contact for MMM and Social data science initiatives with senior leadership, ensuring strategic cross-functional collaboration with clients and internal teams to ensure deliverable quality, and IP innovation.

Data Scientist

Apr 2023 - Nov 2024

Known Global

San Francisco, US

- Optimized \$8.2M marketing budget for 2024 using Causal and Bayesian MMM models, analyzing 13 multi-platform media budgets (Search, Social, TV, OTT, print, display) and presenting results to client senior leadership for HP.
- Implemented a Budget Optimizer modeling diminishing returns and saturation curves to optimize digital campaign budgets using Gurobi and validate MMM models, using ML architectures including XGBoost with 76% accuracy.
- Prototyped and deployed over 10 Streamlit tools based on digital marketing algorithm analysis to drive business development and marketing audits, including automated video and creative analysis.
- Implemented automated audit workflows using Data Lake, Python, Streamlit, and Google Workspace APIs (Google Slides, Google Sheets API), improving operational efficiency by 70% and parallelization of client audits.

Senior Data Analyst

Jan 2022 - Apr 2023

Known Global

San Francisco, US

- Developed the marketing audit department for over 8 clients by analyzing social media algorithms using advanced statistics and developer APIs from Meta, LinkedIn, and TikTok.
- Developed and deployed a long-term predictive Machine Learning model using XGBoost, achieving 80% accuracy on TV impressions based on Nielsen AMRLD data across different networks and audiences up to 3 fiscal quarters.
- Designed innovative A/B and geo-tests to measure incremental campaign effectiveness, and conducted research to optimize marketing campaigns and present results to clients.

Data Scientist NLP Intern

June 2021 - Jul 2021

United Nations

New York, US

- Prototyped an early warning NLP tool to identify conflict determinants using information retrieval, tokenization and semantic modeling. Raised \$181,000 to develop this system internally for anticipating political escalations and conflicts based on PDF field reports.

EDUCATION

Columbia University | MSc. Operations Research | GPA: 3.68

New York, US

Specialization: Machine Learning, NLP, Statistics, Simulation, Optimization, Applied Data Science.

Telecom Paris | Diplôme Grande Ecole d'Ingénieur | GPA: 3.89

Paris, FR

Lycée Sainte Geneviève (Ginette) | PCSI / PC

Versailles, FR

INTERESTS & SPOKEN LANGUAGES

Spoken Languages: French (native), English (bilingual), Spanish (fluent) and Mandarin (beginner).

Interests: Basketball (+14 years), Pastry, Kitesurf, Debating and Traveling (Africa 4 years, USA 5 years).