

Charlie Guthrie

New York City

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SENIOR DATA SCIENTIST

Senior data scientist and visualization engineer with a wealth of experience transforming large sets of data into actionable insights. Expertise in helping teams quantify and reach goals. I build pipelines, statistical models, dashboards, A/B testing frameworks, and other tools that enable teams to make better decisions.

TECHNOLOGIES: Queries and pipelines in SQL, Airflow, Hive ETL, AWS and other Big Data technologies; Analysis in Python (Pandas, NumPy, SKLearn), R, Excel, Shell Scripting; AI LLM GPT APIs; Data Vis/Front-End in Looker, HTML, Flask, CSS, JS, D3.

COMPETENCIES: Building Data Pipelines, Experimentation System Design & Analysis, Defining & Moving Metrics, Statistical Modeling, Dashboards, A/B Testing, KPI Definition, Data Literacy, Decision-Making, Problem-Solving, Business Intelligence Analytics; applying LLM APIs to business use-cases.

PROFESSIONAL EXPERIENCE

Uber - SENIOR DATA SCIENTIST

2023 - Present

- Built Brand Health Tracker - pipeline that aggregates 400k survey responses per year into Tableau dashboard. Used by hundreds of Uber marketers globally to track key metrics like awareness, favorability toward Uber products. Informs marketing campaigns and strategy, and powers quarterly report to measure success of Brand Marketing department.
- Provided project management support to team of 6 to set goals, scope and timelines.

Bookworm GPT - CO-FOUNDER AND CTO

2023

- Founded seed-stage startup, whose AI product reads long documents and answers questions about them with citations.

Coursera - SENIOR DATA SCIENTIST

2022 - 2023

- Empowered the paid media team to optimize ad spend by setting up return-on-investment (ROI) measurement by channel. Authored a script for estimating ROI for TV campaigns. Team achieved 187% ROI on the latest campaign.
- Built & maintained pipeline of users attributes such as language, geography, and users' interests to enable self-serve audience creation by the email marketing team for campaigns. Brought in 300k+ new paying learners into the program.
- Instituted company-wide KPIs that measured marketing and acquisition team performance as well as top-of-funnel growth. Shifted the priority to focus more on meaningful KPIs with concrete objectives.

Udemy - SENIOR DATA SCIENTIST

2019 – 2022

- Founded and led the Experiment Review Council, overseeing 150+ experiments in 2021; which in turn generated \$21M in annualized lift.
- Built out a system that identified and removed bots from experiment results, eliminating nearly 60% of invalid traffic. Accelerated the rate of experiment results with fewer experiment restarts.
- Clearly defined metrics for learning engagement, constructed a model that studied drivers, and enhanced the user experience. Boosted learning engagement by 11% year-over-year.
- Incentivized instructors to include diversify content beyond by compensating them for non-video engagement.

Facebook - DATA SCIENTIST

2017 – 2019

- Designed and implemented an accuracy measurement to benchmark and approve the moderation systems. Determined the most accurate sampling distribution and headcount requirements for a body of expert moderators that judged the accuracy of 15k+ content moderators. Decreased the number of errors by 40% in one year.
- Built model identifying ambiguous cases; led to the creation of the Oversight Board for review (oversightboard.com).

New York Times - DATA VIS ENGINEER

2013 – 2015

- Built custom interactive visual dashboards in D3.js, to deliver business intelligence analytics across 10+ departments, including financing and advertising teams.

EDUCATION & PROFESSIONAL DEVELOPMENT

MSc in Data Science, New York University

BA in Mathematics, Dartmouth College