Christopher (CJ) Robinson

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RELEVANT EXPERIENCE

THE NEW YORK TIMES

Senior Product Analyst, July 2023 – Present
Product Analyst, January 2022 – June 2023

- Integrated Wordle with NYT by analyzing iterative experiments to optimize CTA design and placement, developing user cohorts, and studying the user journey to achieve a 3x increase in registered users.
- Revamped data infrastructure and pipeline by generating nearly 30 new tables utilizing aggregation layers with comprehensive documentation, enhancing analyst efficiency and metric standardization.
- Democratized user engagement data by creating a new dashboard suite in Mode, allowing stakeholders to better monitor KPIs and increased dashboard views by over 200% in one quarter.
- Designed a model for player engagement in R and Python based on user-level attributes, informing the NYT Games product roadmap to drive users to the app resulting in a 25% app user increase QoQ.

EXPEDIA GROUP, INC.

Data Scientist I – Marketing Analytics, January 2021 – January 2022

- Synthesized and analyzed large datasets leveraging SQL and R to create a comprehensive Tableau dashboard. Empowered stakeholders to effectively analyze millions in marketing spend and profit related to mobile app installs, driving data-driven decision-making and optimizing ROI.
- Executed user-level AB tests on online marketing campaigns using data from third party partners. This approach prompted a successful reoptimization of Facebook marketing spend to retargeting campaigns.
- Implemented two new causal inference methodologies and three additional visualization tools in R package for the automated sizing and analysis of time series geo-level experiments.

Data Analyst Intern, June 2020 –August 2020

- Modeled factors behind a subscriber's choto opt-out of email marketing using logistic regression in R. Presented recommendation to limit onboarding emails which would lead to a -3% lift in unsub rates

DATA SCIENCE FOR SOCIAL GOOD

Summer Data Science Fellow, June 2019 – August 2019

- Developed a research plan using fixed effects regression to analyze transportation records from the Washington Department of Transportation to study impacts of dynamic congestion pricing.
- Created model for price and behavioral responses using multilevel regression models and census/traffic data in R, R Shiny and Python which found lower-income users more efficiently paid for time savings.
- Communicated with stakeholders to create a final presentation and report examining social equity and pricing issues, leading to the department developing a feasibility study for low-income toll subsidies.

EDUCATION

UNIVERSITY OF WASHINGTON

B.S. in Economics – B.A. in Political Science

SKILLS

- Statistical modeling, AB testing/experimentation, data visualization, machine learning methods
- R (Tidyverse), R Shiny, SQL, PySpark, Tableau, Python (pandas), Stata, GitHub, and Qualtrics