# C.J. Robinson

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## EDUCATION

**Columbia University Graduate School of Journalism** – *New York, NY*                    August 2024 – August 2025
*M.S. in Data Journalism: Reporting I & II, Data and Databases, Foundations in Computing, Data Studio*
*Stories*: Courier Newsroom Spent Big on a Meta Ad Blitz in October — Chronic Absenteeism Remains High…

**University of Washington** – *Seattle, WA*                    Graduated June 2020
*B.S. in Economics and B.A. in Political Science*: graduated cum laude

## PROFESSIONAL EXPERIENCE

**The New York Times** – *New York, NY*
*Senior Data Analyst, Games*                    July 2023 – August 2024
*Data Analyst, Games*                    January 2022 – June 2023
- Analyzed behavioral data and AB tests in SQL to answer stakeholder questions and evaluate new features, collaborating with other analysts and product managers to create narratives around launches.
- Provided data analytics and visualizations for Games desk story examining the first guesses of Wordle players over time with over 2.8M pageviews (most often, they guess ADIEU) and Wordle strategies.
- Designed a logistic regression model for engagement in R based on user-level attributes and drafted a report detailing recommendations for metric changes and product interventions.

**Expedia Group** – *Seattle, WA*
*Data Scientist I – Marketing Analytics*                    January 2021 – January 2022
- Joined and cleaned datasets from several third-party sources with millions of records in R to create a Tableau dashboard empowering stakeholders to effectively analyze marketing profits by source/region.
- Implemented two new causal inference methodologies and three additional visualization tools in internal R package for the analysis of geo-level marketing experiments, leading to increased analyst flexibility.

**Brookings Institution, The Hamilton Project** – *Washington, D.C.*
*Research Intern*                    August 2019 – December 2019
- Contributed to evidence-based and data-driven economic policy publications by performing literature reviews, fact-checking code and texts, contributing to blogs and reports and creating data visualizations.
- Visualized and analyzed Survey of Consumer Finance microdata in R and Stata for tax policy book examining taxable income across wealth distributions, financial transactions and the racial wealth gap.

**Data Science for Social Good** – *Seattle, WA*
*Summer Data Science Fellow*                    June 2019 – August 2019
- Developed a research plan to analyze transportation records from the Washington Department of Transportation to study the impacts of dynamic congestion pricing.
- 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.

## SKILLS

- **Tools**: R (tidyverse/ggplot/Shiny), SQL, Python (pandas, Selenium/Playwright), Datawrapper, Excel, GitHub, Tableau, Qualtrics, Figma, Adobe Illustrator, beginner Svelte/D3/JS
- **Skills**: Interviews, research, writing, reporting, visualization, web scraping, modeling/machine learning

## INTERESTS

- Urban planning, microeconomic policy, transportation, crosswords, coffee