

Chris Jenkins

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JenkinsC.com | New York City

A business analytics professional, Ph.D. graduate in experimental psychology, and coder focused on methods for data manipulation and analysis. Trained in statistical modeling, predictive analytics, and experimental design, and seeking opportunities to apply and expand my machine learning skill set.

Education

- **PH.D., EXPERIMENTAL PSYCHOLOGY (2014)**, University of New Mexico. Major emphasis: Evolution and Development; minor emphasis: Quantitative Methods.
- **B.S., PSYCHOLOGY (2003)**, *summa cum laude*, Barrett Honors College at Arizona State University.

Technical Skills

- **QUANTITATIVE TRAINING:** Expertise in use of advanced linear models, data reduction techniques, and multiple regression modeling. Graduate courses completed at the University of New Mexico include Advanced Statistics, Design and Analysis of Experiments, Structural Equation Modeling, Multivariate Techniques, and Psychometrics.
- **LANGUAGES AND SOFTWARE:** Expertise in Python, including use of Pandas for data transformation; strong proficiency in SPSS (statistical analysis), Splunk (unstructured big data processing), and advanced Excel functions; basic competence with SQL, Solr/Lucene, R, Flask, C, .NET, MATLAB, and Git.

Employment and Teaching

MANAGER, PRODUCT ANALYTICS: SNAP Interactive (New York, NY)

Oct. 2015 - present

Business analytics lead, reporting to CEO. Providing analysis across all departments to support data-driven marketing decisions, product improvements, and operations oversight, leveraging the 60 gigabytes of behavioral data that we collect each day from users of the FirstMet dating app. Responsible for defining metrics and working with engineers to implement measurement; designing and analyzing A/B tests; analyzing marketing ROI, revenue optimizations, ad-hoc querying and dashboarding with structured and unstructured data, and designing the core recommendation engine for a new dating application.

ONLINE ANALYTICS AND OPTIMIZATION COORDINATOR: People for the Ethical Treatment of Animals

Jun. 2015 - Oct. 2015

Designed, ran, and evaluated optimization tests for all of the organization's websites; reported on user behavior and social media interactions for program evaluation; wrote scripts and API handlers to automate data extraction.

MARKETING MANAGER: Centre for Effective Altruism

Mar. 2015 – Jun. 2015

Worked with authors to promote book releases (*The Most Good You Can Do*; *Doing Good Better*) via social media and web campaigns.

ADJUNCT LECTURER: University of New Mexico, Department of Psychology

Dec. 2014 – Dec. 2015

GRADUATE INSTRUCTOR: University of New Mexico, Department of Psychology

Dec. 2009 – Dec. 2014

Independently designed two University courses, Statistical Principles and The Psychology of Human Sexuality, and taught these courses during and after graduate training in psychology. Trained and supervised undergraduate research assistants and communicated research findings to scientific audiences.

RESEARCH ASSISTANT: Center on Alcoholism, Substance Abuse, and Addictions at U. of New Mexico

Dec. 2010 – Jun. 2011

Performed data analysis for a longitudinal study of twelve-step group members. Used multilevel linear modeling techniques, developed SPSS scripts to clean data and produce visualizations, and published findings.

Notable Research Projects

- **DISSERTATION PROJECT:** "Sensorimotor Synchronization and Individual Differences in Intelligence: A Chronometric Perspective on Music Evolution." Studies tested predictions from a biological signaling hypothesis of musical synchronization abilities in humans. I developed data acquisition software in C and used Python, SPSS, and R to prepare and model data from psychometric test outcomes and 1.1 million movement timing measurements. Code and data are published on GitHub (see JenkinsC.com).
- **PUBLICATION:** Jenkins & Tonigan (2011). Attachment avoidance and anxiety as predictors of 12-step group engagement (Journal of Studies Alcohol and Drugs). Applied multilevel modeling of behavioral change over 2 years.
- **PRESENTATIONS:** Two talks and two posters presented to the Human Behavior and Evolution Society conference, covering motor timing, sexual selection, behavior genetics, and teaching methods.

References

Geoffrey Miller (author of *Spent* and *The Mating Mind*, marketing consultant, professor of evolutionary psychology at U. New Mexico): gfmiller@unm.edu. Other contact information available on request.