Chris Jenkins

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My work has spanned behavioral science, experimentation, statistical modeling, and progressive and philanthropic advocacy. Trained in statistical modeling, predictive analytics, and experimental design; experienced with highly cross-functional, self-managed roles in data-driven social media product development.

Education

o **Ph.D., Experimental Psychology (2014),** University of New Mexico. Major emphasis: Evolution and Development; minor emphasis: Quantitative Methods.
o **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, experimental design, dimensionality reduction techniques, and multiple regression modeling. Courses completed during Ph.D. training include Advanced Statistics, Design and Analysis of Experiments, Structural Equation Modeling, Multivariate Techniques, and Psychometrics.
- **Data collection, manipulation, and infrastructure**: Python/pandas, Python-based data pipeline tools, SQL (Presto, MySQL, SQL Server, Redshift), Splunk (log collection & analysis), Solr/Lucene, MongoDB; basic AWS management
- **Machine learning & statistical analysis tools**: SciPy stack, SPSS, R
- **Data presentation & dashboarding**: Matplotlib, Flask, Javascript plotting tools, Tableau, Looker
- **Web analytics tools:** Google Analytics, Facebook Analytics & Graph API, Optimizely
- **General development tools and coding**: Git, Jira, GNU utilities, scripting; some experience with PHP, C, and .NET
- Familiar with agile workflow and product management

Experience

FACEBOOK, INC.   New York, NY
Data Scientist, Instagram Product Performance   Feb. 2018 – present

I've specialized in experimentation tooling and leading experimentation methods for a large engineering team. My work also includes metric development and validation; data engineering (Python-based SQL pipelines); communicating across engineering, product management, and leadership about the impact of product development work; and developing an evidence base to prioritize areas of engineering improvements to Instagram's performance.

SNAP INTERACTIVE, INC.   New York, NY
Senior Manager, Data Science and Analytics   Dec. 2016 – Jan 2018

Analytics lead for all of SNAP Interactive's products, including Paltalk, FirstMet, Camfrog, Tinychat, and 50More (with a combined MAU count of over three million users, and a paid subscriber base of 180,000), reporting to CPO.

- Continued responsibilities from the role described below, covering additional social media products after a corporate merger.
- Hired, trained, and managed two junior analysts.
- Specified measurement requirements and implemented end-to-end analytics tools for new products (50More, Pack Live) using Splunk, Segment, Redshift, and Redash.
- Designed the core user-to-user recommendation engine for a new dating application (50More): chose a search-based approach using Solr, specified user data-collection methods, constructed research-based user trait scales and similarity metrics, and wrote queries and search formulas for the production implementation.

Manager, Product Analytics   Oct. 2015 – Dec. 2016

Analytics lead for dating applications, reporting to CEO (then CPO, after a merger – see above).

- Provided analysis across all departments to support data-driven marketing decisions, product improvements, operations oversight, and fraud prevention; standardized user activity measurement for internal and external reports and SEC filings.
- Ideated, designed, and analyzed A/B tests for product improvements.
- Defined metrics and worked with engineers to implement measurement. Refined and corrected prior data collection processes.
- Used predictive analytics and dimensionality reduction techniques to identify actionable predictors of conversion and user value.
- Conducted marketing ROI analyses to compare performance of affiliates and campaigns.
- Performed ad-hoc querying and dashboarding with various relational, key-value, and unstructured data formats.

- Built python-based tools for analysis and visualization, such as a Flask/Plotly server for time charting and anomaly detection.
- Built automated reporting processes with SQL Server and Splunk.

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS New York, NY
Online Analytics and Optimization Coordinator Jun. 2015 – Oct. 2015

- Designed, ran, and evaluated all front-end optimization tests for the organization's websites, using Optimizely and front-end editing (HTML/JQuery).
- Reported on user behavior and social media interactions for program evaluation.
- Wrote scripts and API handlers to automate data extraction from Facebook Graph API, Google Analytics, and a CRM system (see: github.com/coej/facebook-downloader, github.com/coej/google-analytics-dataframes)

CENTRE FOR EFFECTIVE ALTRUISM Oxford, UK (remote from NYC)
Marketing Manager 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. (The Centre for Effective Altruism is now a Y Combinator nonprofit for 2017.)

UNIVERSITY OF NEW MEXICO, DEPARTMENT OF PSYCHOLOGY Albuquerque, NM
Graduate Instructor (2009-2014), Adjunct Lecturer (2014-2015) Dec. 2009 – Dec. 2015

- 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.
- Communicated research findings to scientific audiences.

CENTER ON ALCOHOLISM, SUBSTANCE ABUSE, AND ADDICTIONS AT U. NEW MEXICO Albuquerque, NM
Research Assistant 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.*" Research into musical synchronization accuracy and cognitive abilities. I developed data acquisition software in C (Arduino) for sub-millisecond performance timing measurement and used Python, SPSS, and R to prepare and model the resulting data. Code and data are published on GitHub (see github.com/coej/timing-study-data-processing).

- **Publication:** Jenkins & Tonigan (2011). Attachment avoidance and anxiety as predictors of 12-step group engagement (Journal of Studies Alcohol and Drugs). Applied multilevel modeling to study behavioral change over a two-year period. Link: jenkinsc.com/docs/aa.pdf

- **Presentations**: I gave two talks and two poster presentations for annual Human Behavior and Evolution Society conferences, covering motor timing, sexual selection, behavior genetics, and teaching methods.

References available on request.