

# Justin Gregoire

Data science professional with 6 years of experience empowering organizations with data and insights. My expertise covers multiple areas: defining metrics and extracting insights with imperfect data; analyzing A/B experiments and using inferential statistics to deduce product impact and opportunity; and building data pipelines to support business intelligence.

I've employed my skillset across multiple cross-functional teams within a variety of industries – including ed tech, mobile gaming, B2B cloud products, and health care.

## Professional Experience

- 2021

●

**Senior Data Scientist**  
Skillshare

New York, NY

  - Acted as data insights leader for new product expansion beyond core membership. Leveraged k-means clustering to identify target teacher segments and size potential monetization opportunities. This analysis and subsequent strategy demonstrated path for potential sales increases of 50%
  - Applied causal inference techniques when standard A/B testing wasn't possible. Examples include counterfactual estimations for various marketing offer changes; and designing quasi-experiments for influencer marketing due to lack of A/B tools in this area.
  - Led experimentation within personalization & discovery pods. Analyzed outcomes to recommendation algorithm changes, new onboarding features, and changes to Search resulting in 10% increase to Member Home CTR.
- 2021  
|  
2020

●

**Data Scientist**  
Skillshare

New York, NY

  - Scored potential profitability of international markets. Presented findings to CEO and executive team. This work continues to guide our international growth strategy.
  - Evaluated potential marketing attribution methodologies and implemented a "first touch" methodology based on model comparisons and technical considerations.
  - Built an external facing algorithm projecting teachers' upcoming monthly royalty payments, subsequently increasing teacher retention and satisfaction scores.
- 2020  
|  
2019

●

**Marketing Analytics Manager**  
Skillshare

New York, NY

  - Defined marketing performance metrics and built analytics pipelines and data models for scalable reporting and analysis.
  - Increased influencer marketing's quarterly spend capacity by ~50% while simultaneously maintaining baseline ROAS performance via a custom "Influencer Relationship Management" solution leveraging Salesforce and 3rd party data.
  - Partnered with product's growth pod on experiment design and analysis of various subscription pricing strategies across international markets
- 2019  
|  
2018

●

**Digital Senior Analyst, Marketing Analytics @ Google**  
Accenture

San Francisco, CA

  - Led a team of 4 data analysts supporting analytics initiatives for a key acquisition program. Partnered with marketing, sales, and engineering to define metrics, build data pipelines and reporting, and provide strategic analysis and recommendations.
- 2018  
|  
2016

●

**Digital Analyst @ Zynga**  
Accenture

San Francisco, CA

  - Partnered directly with VP of User Acquisition on analytics initiatives that increased returns on ad spend from 70% to 115% on an annual investment >\$100M. This included building out executive-level reporting and implementing user LTV modeling so marketers could optimize their budgets in real time.



## Contact

[in](#) | [i](#) | [l](#) | New York, NY

✉ [jtgregoire93@gmail.com](mailto:jtgregoire93@gmail.com)

☎ +1 757-619-7431

## Education

University of Virginia  
B.S. Systems Engineering  
2012-2016

## Technical Skills

Inferential statistics and modeling; experiment design and analysis

Customer segmentation; marketing attribution (heuristic and algorithmic methods); user LTV (lifetime value) modeling

Data modeling and warehouse design

## Strategic Skills

Project experience across multiple business domains, including product management, marketing, sales, and finance

Organizational data strategy and roadmap development

Extensive presentation experience with technical and non-technical executives and stakeholders

## Toolset

R, SQL, Python

Dashboards in Tableau, Looker, Domo, Mixpanel

Jira, Github, Confluence

## Access Links

Online version [here](#)