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

2022 | 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 processes and analysis within the product team's personalization & discovery pods - including changes to content recommendation algorithms, new onboarding features/flows, and changes to Search and Browse.

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

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✉ 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