

# 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

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Senior Data Scientist, Product Analytics

TikTok

Mountain View, CA

- (WIP) Data Science lead for launch of new product expansion in the US (Magellan; confidential)
- 2022  
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2021

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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  
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2020

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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  
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2019

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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  
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2018

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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.



## Contact

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## 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

[Online version](#)

2018  
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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.