

# 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

- 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.
- 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. This included leveraging popular packages for causal inference (i.e. "CausalImpact" from Google) to estimate counterfactuals for various marketing offer changes; and designing quasi-experiments with our Influencer marketing team where there is a lack of tooling for A/B testing.

2021

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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.
- Researched potential marketing attribution methodologies (heuristic and algorithmic,) compared outputs with historical data; and implemented a first touch methodology based on model comparisons and technical considerations.
- Built an external facing algorithm projecting teachers' upcoming monthly royalty payments. This feature increased teacher satisfaction scores, and improved teacher retention on the platform.

2020

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2019

### Marketing Analytics Manager

Skillshare

 New York, NY

- Defined key marketing health metrics, and subsequently built initial analytics pipelines and productionized data models for 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 from Tubular.

2019

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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

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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.
- Regularly conducted ad hoc analyses and presented findings and recommendations to CMO and other executive leadership.



## Contact

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 [in LinkedIn](#)

 (757) 619-7431

## Education

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

## Technical Skills

Inferential Statistics and Modeling

Data Modeling and Warehouse design

Advanced Data Visualizations

## Strategic Skills

Domain knowledge of product and marketing across B2C (ed tech, mobile gaming) and B2B (Cloud Services)

Data team strategy and processes

Presentation experience with both technical and non-technical audiences

## Toolset

R, SQL, Python;

Dashboards in Tableau, Looker, Domo, Mixpanel

Advanced visualizations in Shiny and ggplot

Jira, Github, Confluence

## Access Links

Online version [here](#)