

Jennifer K. Lenow

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Work Experience

Data Scientist, IAC Apps/Mosaic

May 2019–present

Leverage statistical and machine learning methods to predict and optimize business outcomes using quantitative data.

- Extract, validate, process, and organize user-level and app-level quantitative data from different data sources in order to track business KPIs, such as app-specific conversion rates
- Developed novel technical approach to generate custom user segments to be targeted in Marketing campaigns, which has directly led to increased spend, increased user acquisition, and increased revenue
- Identify behavioral proxies for KPIs through feature selection, feature engineering, and supervised machine learning, using techniques such as natural language processing and decision tree models
- Help migrate data pipelines across platforms and computing environments (e.g., GCP, Databricks, AWS)
- Manage intra-team and inter-team stakeholder relationships across business

Graduate Researcher, New York University

Fall 2013–Fall 2018

- Researched the role of emotion in learning and decision-making, which led to multiple peer-reviewed journal and conference presentations. This involved formulating novel scientific questions; designing experiments; programming behavioral tasks; collecting, managing, and cleaning data; performing quantitative data analysis to test hypotheses and explore data; and interpreting and reporting on results.
- Planned and facilitated workshops on, and mentored students one-on-one, in quantitative methods.

Research Assistant, University of Arkansas for Medical Sciences

Fall 2011–Summer 2013

Performed clinical patient interviews; programmed computer-based tasks; conducted statistical analyses on behavioral and brain imaging data; prepared presentations, manuscripts, and federal grant applications.

Skills

Programming/Computing: Python • SQL • PySpark • R • MATLAB • JavaScript • HTML/CSS • Stan • LaTeX

Data Analysis: Experimental design • A/B (hypothesis) testing • Classification and regression models • Clustering • Text analysis • Nonparametric statistics • Dimensionality reduction • Feature engineering • Bayesian statistics • Computational modeling • Data visualization

Communication: Experience translating quantitative results into actionable insights and communicating those insights to a variety of different stakeholders

Education

New York University, New York, New York

2013-2018

Ph.D. in Cognition and Perception

National Science Foundation Graduate Research Fellowship Award

Hendrix College, Conway, Arkansas

2008-2012

B.A. in Psychology

Magna Cum Laude, Phi Beta Kappa