

Jennifer K. Lenow

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Work Experience

Data Scientist II, Angi

June 2022-present

- Developed and productionized statistical model to automate profit-maximizing recommendations for digital marketing campaigns
- Developed machine learning model to predict expected value of user acquisition, in order to make informed, dynamic decisions about keyword bidding in SEM
- Developing multi-armed bandit approach for testing
- Regularly manage intra-team and inter-team stakeholder relationships across business
- Routine ETL work across multiple data architectures

Data Scientist, IAC Apps/Mosaic

May 2019-May 2022

- Developed novel technical approach to generate user segments to be targeted in digital marketing campaigns, which has directly led to increased spend, user acquisition, and revenue
- Identified behavioral proxies for KPIs through feature selection, feature engineering, and supervised machine learning, using techniques such as topic models and decision tree models
- Helped migrate data pipelines across platforms and computing environments (e.g., GCP, Databricks, AWS)

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.

Skills

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

Data Analysis: Experimental design • Hypothesis-testing • Classification and regression models • Clustering • Nonparametric statistics • Dimensionality reduction • Feature engineering • 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