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 data from different sources in order to track business KPIs
- Generate user segments from user-level behavioral data for Marketing/User Acquisition (UA) campaigns
- Identify behavioral proxies for KPIs through feature selection, feature engineering, and supervised machine learning
- Manage 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.
- Collaborated and consulted on other projects by providing support in developing experimental designs, programming tasks, and performing data analysis.
- 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

Conducted literature reviews; performed and scored clinical patient interviews; designed behavioral experiments; programmed computer-based tasks; collected and 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