

# JUSTIN GREGOIRE

I am a data strategist with a strong foundation in data analytics, statistical modeling, and business intelligence. My experience spans across various industries, where I've worked closely in cross-functional environments with Product, Engineering, GoToMarket, Sales, and Finance teams to leverage data for strategic initiatives. Proficient in interpreting SaaS metrics like conversion, churn, MRR, and ARR, I excel at transforming complex data into actionable strategies. With a keen eye for developing and implementing data platforms, I'm looking forward to bringing my skills to a high-growth company where I can contribute to shaping data strategy.

## PROFESSIONAL EXPERIENCE

- 2023  
|  
2022

●

Senior Data Scientist, Product Analytics

TikTok

Mountain View, CA

  - Evaluated TikTok's US e-Commerce rollout performance by comparing it to previous geographical launches. Identified pain points and opportunities for improvement. Suggested product enhancements to address the pain points and capitalize on the opportunities.
  - Created RFM segmentation based on purchase behavior. Proposed product strategies to expand high-value segments.
- 2022  
|  
2021

●

Senior Data Scientist

Skillshare

New York, NY

  - Led marketplace expansion efforts; utilized k-means clustering to segment teachers, assess monetization potential, and prioritize features. Demonstrated potential sales growth of 5-50%.
  - Collaborated with personalization & discovery teams to design and analyze experiments for content recommendation updates, onboarding enhancements, and functionality improvements.
  - Developed self-serve tools to streamline experiment analysis and planning for product teams. Fostered best practices.
- 2021  
|  
2020

●

Data Scientist

Skillshare

New York, NY

  - Collaborated with VP of Growth to evaluate international expansion markets; presented insights and proposed strategy to executive team.
  - Developed and implemented an algorithm to project teachers' monthly royalty payments.
- 2020  
|  
2019

●

Marketing Analytics Manager

Skillshare

New York, NY

  - Implemented A/B tests and multivariate experiments for subscription pricing strategies.
  - Implemented a "first touch" marketing attribution model choosing from among heuristic and algorithmic methods based on output accuracy, ease of implementation, and interpretability.
- 2019  
|  
2017

●

Digital Senior Analyst, Marketing Analytics @ Google

Accenture

San Francisco, CA

  - Led a team of four data analysts for an acquisition project; collaborated with departments to define metrics and build data pipelines.
- 2017  
|  
2016

●

Digital Analyst @ Zynga

Accenture

San Francisco, CA

  - Partnered with the Vice President of User Acquisition to drive analytics initiatives, achieving a substantial uplift in returns on ad spend from 70% to 115% for an annual investment surpassing \$100M. Crafted high-impact executive reports and pioneered the adoption of real-time user Lifetime Value (LTV) modeling, empowering marketers to optimize budget allocation with enhanced efficiency and precision.

## Contact

- ✉

[jtgregoire93@gmail.com](mailto:jtgregoire93@gmail.com)
- 📞

757-619-7431
- 🌐

[justingregoire.me](http://justingregoire.me)
- 📅

Availability
- 🔄

Github
- in

Linkedin

## Education

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

## Technical Skills

- Data Analysis & Modeling:**  
Expertise in statistical modeling, experiment design, and inference statistics.
- Programming Languages:**  
Proficient in R and Python for advanced data analysis and modeling.
- Databases:** Experience with SQL, Redshift, BigQuery, and big data management in Spark/Hive. DBT for building data pipelines

## Strategic Skills

- Cross-Functional Collaboration:** Proven experience working with product management, marketing, sales, and finance teams.
- Organizational Strategy:** Skilled in developing and implementing data strategies and roadmaps.
- Presentation Skills:** Extensive experience in presenting data insights and strategies to executive teams.

## Toolset

- Data Visualization & Reporting:** Proficient in developing dashboards and automated reports using Tableau, Looker, Domo, Mixpanel, Shiny, Rmarkdown, and Quarto.
- Project Management:** Experience with project management and collaboration tools such as Jira, Github, and Confluence.