

JUSTIN GREGOIRE

Data scientist with seven years of experience providing data-driven insights to organizations. Skilled in all aspects of data analytics, including tool development, dataset extraction, experiment analysis, statistical modeling, and metric creation from imperfect data. Adept at collaborating with stakeholders to shape crucial decisions affecting millions of users. Experienced in diverse industries such as ed tech, social media, eCommerce, and cloud services.

PROFESSIONAL EXPERIENCE

- 2023
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2022

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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
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2021

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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
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2020

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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
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2019

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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
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2017

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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
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2016

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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

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- justingregoire.me
- Availability
- Github
- 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.