

JUSTIN GREGOIRE

Seasoned Data Scientist with a robust background in data analytics, statistical modeling, and business intelligence. Expert in transforming complex data into valuable strategic insights. Proficient in cross-functional collaboration, driving strategic initiatives across various industries including ed tech, social media, ecommerce, cloud computing services, and health care. Seeking opportunities to apply these skills and contribute to data strategy in a high-growth company.

PROFESSIONAL EXPERIENCE

- 2023

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Senior Data Scientist

Nextdoor

San Francisco, CA

- Led data science efforts in the 'New Neighbors' team, driving growth through cross-functional collaboration and data-driven decisions.
 - Improved logged-out landing page experience, streamlining backend processes and reducing user friction, boosting registration rate.
- 2023
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2022

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Senior Data Scientist, Product Analytics

TikTok

Mountain View, CA

- Embedded in US E-Commerce team for TikTok Shop launch, analyzed rollout performance across multiple regions, and advised on UX and product enhancements.
 - Created RFM segmentation of purchase behavior to propose strategies for high-value segment expansion.
- 2022
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2021

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Senior Data Scientist

Skillshare

New York, NY

- Utilized k-means clustering to develop nuanced understanding of teachers' audience engagement. Incorporated cluster insights into modeling potential of monetizing features such as paid sessions and webinars, demonstrating potential sales growth of 5-50%
 - Collaborated with personalization & discovery teams to design and analyze experiments for content recommendation, onboarding enhancements, and other features
- 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

- Collaborated with the Lead Growth Product Manager on pricing experiments using A/B testing and multivariate analysis. Our tests balanced sales and subscriber growth goals to identify optimal subscription price points in the U.S. and internationally. Established a framework for ongoing pricing tests and optimization.
 - Implemented a "first touch" marketing attribution model choosing from among heuristic and algorithmic methods based on output accuracy, 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 an uplift in returns on ad spend from 70% to 115% on an annual budget surpassing \$100M. Pioneered real-time user Lifetime Value modeling to optimize budget allocation with enhanced efficiency.

Contact

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- 757-619-7431
- 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.