

# 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.

## Professional Experience

- 2024  
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2023

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Senior Data Scientist

Nextdoor

San Francisco, CA

  - Data science lead for 'New Neighbors', identifying multiple opportunities to improve user experience
  - Proposed and implemented tests to logged-out experience, reducing user friction and 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 and made recommendations 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 monetization features (i.e. Paid 1x1 sessions), 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

  - Successfully collaborated with the VP of Growth, conducting an in-depth evaluation of potential markets for international expansion. Presented insights and region-specific go-to-market strategies, which included key elements such as subscription pricing, marketing tactics/budget, and product positioning, to the C-suite.
  - 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

  - Worked with product to iterate on subscription pricing strategy to balance against company goals around sales and subscriber growth. Evolved the data science strategy from standard A/B testing, to multi-armed bandit testing to achieve optimal price points
  - 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 VP of User Acquisition to build analytics tools and generate insights, 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, enabling markets to optimize budget allocation.

## Contact

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Availability
- 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.