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 | 2022

Senior Data Scientist, Product Analytics
TikTok   📍 Mountain View, CA

- Embedded on TikTok's US E-Commerce team for TikTok Shop launch. Analyzed rollout performance across UK, Southeast Asia, and China, identifying key consumer differences. Provided UX and product experiment recommendations based on findings to enhance the consumer journey from product details to checkout.
- Created RFM segmentation based on purchase behavior. Proposed product strategies to expand high-value segments.

2022 | 2021

Senior Data Scientist
Skillshare   📍 New York, NY

- Employed k-means clustering to analyze audience engagement at Skillshare, leading to the identification of distinct teacher clusters and new monetization opportunities. This analysis informed the development and prioritization of features such as paid 1x1 sessions, webinars, and portfolio reviews, predicting a sales growth of 5-50%
- Collaborated with personalization & discovery teams to design and analyze experiments for content recommendation, onboarding enhancements, and other features

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

- Partnered with the Lead Growth Product Manager to conduct price testing using A/B testing and other multivariate methods. Our analyses, which balanced considerations of total sales and new subscriber growth, identified optimal subscription price points across U.S. and international markets. This work established a robust framework for future pricing experiments
- Implemented a "first touch" marketing attribution model choosing from among heuristic and algorithmic methods based on output accuracy, 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

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- 📅 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.