Justin Gregoire

Highly experienced data scientist with 6 years of expertise in providing organizations with valuable data-driven insights and solutions. Proven track record of success working across multiple cross-functional teams within a variety of industries including education technology, mobile gaming, B2B cloud products and healthcare.

💼 Professional Experience

2022

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

- Part of intial data science team involved with eCommerce expansion to US. Regularly conducted deep-dive analysis to inform product development and drive revenue growth as part of the launch.
- Collaborated with cross-functional teams, including product management, engineering, and marketing, to drive data-driven decision making and optimize the user experience for ecommerce on the TikTok platform.

2022 | 2021

Senior Data Scientist
Skillshare   📍 New York, NY

- Acted as data insights leader for new product expansion beyond core membership. Leveraged k-means clustering to identify target teacher segments and size potential monetization opportunities. This analysis and subsequent strategy demonstrated path for potential sales increases of 50%
- Applied causal inference techniques when standard A/B testing wasn't possible. Examples include counterfactual estimations for various marketing offer changes; and designing quasi-experiments for influencer marketing due to lack of A/B tools in this area.
- Led experimentation processes and analysis within the product team's personalization & discovery pods – including changes to content recommendation algorithms, new onboarding features/flows, and changes to Search and Browse.

2021 | 2020

Data Scientist
Skillshare   📍 New York, NY

- Scored potential profitability of international markets. Presented findings to CEO and executive team. This work continues to guide our international growth strategy.
- Evaluated potential marketing attribution methodologies and implemented a "first touch" methodology based on model comparisons and technical considerations.
- Built an external facing algorithm projecting teachers' upcoming monthly royalty payments, subsequently increasing teacher retention and satisfaction scores.

2020 | 2019

Marketing Analytics Manager
Skillshare   📍 New York, NY

- Defined marketing performance metrics and built analytics pipelines and data models for scalable reporting and analysis.
- Partnered with product's growth pod on experiment design and analysis of various subscription pricing strategies across international markets

2019 | 2017

Digital Senior Analyst, Marketing Analytics @ Google
Accenture   📍 San Francisco, CA

- Led a team of 4 data analysts supporting analytics initiatives for a key acquisition program. Partnered with marketing, sales, and engineering to define metrics, build data pipelines and reporting, and provide strategic analysis and recommendations.

2017 | 2016

Digital Analyst @ Zynga
Accenture   📍 San Francisco, CA

- Partnered directly with VP of User Acquisition on analytics initiatives that increased returns on ad spend from 70% to 115% on an annual investment >$100M. This included building out executive-level reporting and implementing user LTV modeling so marketers could optimize their budgets in real time.

Contact

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Socials: ⌂ in 📅

Education

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

Technical Skills

Inferential statistics and modeling; experiment design and analysis

Customer segmentation; marketing attribution (heuristic and algorithmic methods); user LTV (lifetime value) modeling

Data modeling and warehouse design

Strategic Skills

Project experience across multiple business domains, including product management, marketing, sales, and finance

Organizational data strategy and roadmap development

Extensive presentation experience with technical and non-technical executives and stakeholders

Toolset

R, SQL, Python

Dashboards in Tableau, Looker, Domo, Mixpanel, Shiny

Jira, Github, Confluence

Access

Online version