

## Justin Marschall

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## PROFESSIONAL SUMMARY

Award-winning data science manager with 10+ years of experience driving measurable value via statistical modeling, machine learning, consulting, leadership, and communicating findings to C-suite audience. Proficient in multiple industry tools, including AWS, Python, PySpark, R, SQL, Amazon Marketing Cloud, SAS, Microsoft Office, Git, and Bash. Supervision and interview/hiring experience. Passionate about professional development and helping teams reach their potential.

## EXPERIENCE

Data Science Consultant | Amazon (New York, NY)

Jul. 2022 Current

- Provided analytical consultation to client teams by translating complex data into actionable strategies, successfully influencing \$350mm+ in client advertising spend
  - Won an analytic team award of excellence for exemplifying Amazon's leadership principles and contributing to \$25.7mm (+373% YoY) client advertising contract
  - Product owner and lead developer for insight creation and scaling platform, achieving a monthly utilization of 150 internal team members
  - Designed Amazon Shopper Panel surveys to craft custom insights which scaled to five advertising verticals, influencing \$50mm+ in advertising revenue
  - Presented original research to client executives and C-suite leadership, making data-driven recommendations regarding advertising and measurement strategy
  - Ran new hire technical interviews (Python & SQL) for analytics and insights organization
  - Built tools to automate customer & campaign insight generation leveraging AWS, Python, PySpark, & SQL

Data Science Manager | Lands' End, Inc. (Dodgeville, WI)

Feb. 2020 – Jul. 2022

- Managed machine learning modeling program for direct to consumer advertising campaigns, resulting in \$700mm+ sales, 135mm mailed catalogs, & thousands of models annually
  - Led conversion of predicting modeling application from legacy SAS/SQL to Python/Pyspark/AWS, driving \$25mm increase in yearly sales
  - Designed A/B tests to measure improvement of marketing program, leading to +10% improvement in sales
  - Built predictive models to target catalog marketing audience, resulting in performance +13% to plan with \$1.5mm in incremental sales

- Managed team of two full-time, 6+ contract, and interns on data science team including hiring, mentoring, and performance reviews
- Built automated data auditing tools, notification systems, and reports, leading to 20 hour per month reduction in manual effort

**Data Scientist | Colony Brands, Inc. (Monroe, WI)**      **Apr. 2018 – Jan. 2020**

- Built corporate machine learning models to automate and scale catalog marketing recommendation system, leading to \$500mm+ in sales per year
- Hired and supervised two analysts and three interns on customer insight team
- Built machine learning model to predict customer's repeat purchase probability resulting in targeted segment of lapsing customers for marketing reactivation
- Created a corporate R package for automated data auditing, resulting in standardization of data cleaning and visualization practices
- Performed text analysis on transcripts of phone calls to classify and quantify customer/agent interactions

**Data Analyst | Colony Brands, Inc. (Monroe, WI)**      **Oct. 2015 – Apr. 2018**

- Built path-analysis model to quantify value of CSAT on future purchasing behavior which was used by C-suite to set annual corporate goals
- Developed and led five-day R training course for employees/interns
- Product owner and developer of HTML-based executive dashboards using R
- Built statistical model to predict contact center call duration, resulting in creation of data-driven contact center employee goals and evaluation system
- Built and validated automated scorecard to assess phone agent performance leading to reduction in manual manager-led review

## EDUCATION

Iowa State University — Master of Science in Psychology

Iowa State University — Certificate in Quantitative Psychology

Luther College — Bachelor of Arts in Psychology & Minor in Music

## SKILLS

### Core Competencies

Machine Learning, A/B Testing, Digital Marketing, Product Ownership, Automation, Scaling, Statistics, Consulting, Hiring, People Management, High Velocity Decision Making

### Technical Skills

Python, PySpark, R, SQL, AWS, Amazon Marketing Cloud, Git, Bash, Linux, SAS, Microsoft Office Suite