JOEY MARSHALL

Data Science | Machine Learning | Business Intelligence

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SUMMARY

Joey Marshall is a fractional lead data scientist helping startups and mid-size companies find value in their data. He is looking for a small number of clients who need focused expert work in data science, natural language processing, geospatial analysis, and machine learning in R and Python. Joey has worked in technical roles at organizations like Pew Research Center, Gartner, and the U.S. Census Bureau. He has a PhD in Sociology from Purdue University.

EXPERIENCE

Founder | Fractional Lead Data Scientist

Plot Points, LLC

- 苗 2025 Present 👂 Washington, D.C.
- · Provide data science consulting services to small- and medium-sized businesses, specializing in machine learning, geospatial analysis, and data visualization
- Develop tailored data solutions for clients, including predictive modeling, demographic analysis, survey research, and custom dashboards
- Train, deploy and maintain machine learning models in production environments in **AWS**
- Maintain production-scale database, ETL and data pipeline services
- · Advise organizations on leveraging data to drive strategic decisions, streamline operations, and enhance customer insights
- Create geospatial analyses and interactive maps to support clients' operational planning and market analysis
- Build and maintain client relationships through proactive communication, project transparency, and a commitment to understanding and achieving business goals

Data Scientist

U.S. Census Bureau

- iii 2020 Present ♀ Remote | Washington, D.C.
- · Created and led a new research initiative to analyze driving routes to critical infrastructure in the immediate aftermath of natural disasters
- Built a probabilistic record linkage engine to support interagency research on U.S. retail health clinics
- Deployed as a Census Liaison to FEMA's National Response Coordination Center in support of Hurricanes Idalia (2023), Helene (2024) and Milton (2024)
- Traveled with Census Bureau Director to meet with elected officials, data professionals and members of the public
- Project managed a multidisciplinary team to improve survey operations improvement using machine learning and federal administrative records
- Leveraged cloud and on-premises clustered computing systems with large-volume data to clean data and fit statistical models for a variety of production and research
- Authored and coauthored written research deliverables and public-facing interactive dashboards on topics such as Covid-19 vaccination, teleworking, economic hardship, and sexual orientation and gender identity

Senior Principal, Quantitative Analytics and Data Science

Gartner

- ## 2019 2020 Arlington, VA
- Led start-to-finish data collection and analysis for four survey research projects
- Awarded "Rookie of the Year" and recognized with an award for "Quantitative Thought Leadership"
- Led a multidisciplinary, cross-national team through all aspects of the survey research process including questionnaire design, field collection (in coordination with survey vendors), data analysis and dissemination

Research Associate

Pew Research Center

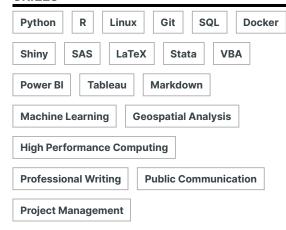
- ## 2017 2019 ♥ Washington, D.C.
- Analyzed survey data and population demographic data from multiple data assets to conduct analyses of global trends for the religious demography research team
- · Authored and coauthored public-facing short reads and full-length research reports
- Communicated results to the public via conference presentations and media interviews (radio, podcast and print media)

Research Assistant

Purdue University

- 苗 2014 2017 👂 West Lafayette, IN
- Editorial Manager for the Review of Religion and Chinese Society (Brill)
- Analyzed geospatial data on religion in China and prepared maps for the Atlas of Religion in China: Social and Geographical Contexts (Brill, 2018)
- Created and distributed a monthly newsletter and podcast series.

SKILLS



EDUCATION

PhD Sociology

Purdue University

Recipient: National Science Foundation Graduate Research Fellowship (NSF-GRFP)

MS Sociology

Purdue University

• Recipient: Frederick N. Andrews Fellowship

BS Sociology

University of Texas at Tyler

• Summa Cum Laude

RECENT PUBLICATIONS

Hurricane Helene's Impact on the Socially Vulnerable in North Carolina

U.S. Census Bureau

Joey Marshall, Chase Sawyer, Heather King, Bethany DeSalvo. Walter Peacock

益 2024

https://www.census.gov/library/stories/2024/10/hurricanehelene.html

Who Commuted on Baltimore's Key Bridge?

U.S. Census Bureau

Joey Marshall, Abraham Cheung, Bethany DeSalvo, Chase Sawyer, Heather King, Isabelle Notter

= 2024

https://www.census.gov/library/stories/2024/05/keybridge-commuters.html

Income Inequality Linked to Social Vulnerability to Disasters

U.S. Census Bureau

Chase Sawver and Joev Marshall

https://www.census.gov/library/stories/2024/02/cre-forequity.html

Methodology on Creating the U.S. Linked Retail Health Clinic (LiRHC) Database

U.S. Census Bureau

Alice Zawacki, Joey Marshall, Donald Cherry, Xianghua Yin, and Brian W. Ward

曲 2024

https://www.census.gov/library/workingpapers/2023/adrm/CES-WP-23-10.html