

Michelle Plunkett

Data Science Leader

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As VP of Data Science at Pushnami, Michelle is focused on building and growing high impact Advertising data science & analytics solutions that drive advertiser and client value within the Ad Network product.

PROFESSIONAL EXPERIENCE

Pushnami

VP of Data Science

Apr 2021 – present | Austin, Texas

Implements and leads the design of ML initiatives and influences the roadmap to support significant incremental growth to our key metrics. Leads 2 teams of Data Scientists and ML engineers focused on driving improved Ad Network performance and scale of our business reporting, analytics, and algorithm design.

- Manage development, design, and monitoring of an ML apps serving >400 mill. predictions/day within our Ad Network.
- Encourages data-driven product design and serve as a key stakeholder in engineering, design, and product decisions.
- Design and maintain experimentation tooling to track performance for over 1,500 A/B Tests run in the platform yearly.
- Created process to streamline acceptance of analytics requests, creating improved decisions and product questions.

Director of Data Science

Mar 2020 – Apr 2021 | Austin, Texas

- Collaborated with Client Success & Sales to design data ingestion pipeline for client KPIs within Salesforce.
- Started an internal analytics consultancy initiative leading to 5 new automation projects driving 20% increase in Ad RPM.

Data Scientist

Feb 2019 – Feb 2020 | Austin, Texas

- Analyzes large amounts of performance data to determine trends, tests new ideas, and automate optimizations.
- Optimizes Ad Network recommendations to maximize performance using operations research and ML in AWS & Python.

Indeed, Senior Quantitative Policy Analyst

Jun 2018 – Feb 2019 | Austin, Texas

- Performs statistical evaluation projects to determine the success of specific policy decisions using R and Python.
- Incorporates advanced analysis techniques, like NLP and machine learning, into decision-making to extract insights and evaluate policy impact on business metrics from text-based data like job descriptions.

Glass Frog, Research Assistant/Data Scientist

Jan 2018 – Jun 2018 | Remote

- Data cleaning, management and analysis, and presents findings in a clear/understandable manner.
- Estimates the impact of social programs on student outcomes to social skills for NYC schools.

Texas A&M Transportation Institute, Research Assistant/Data Scientist

Oct 2017 – May 2018 | Austin, Texas

- Streamlines data processing and analysis of major grant funded transportation policy projects using mixed methods in R.
- Creates interactive data visualizations in RMarkdown using Crosstalk & Flexdashboard packages.

Texas Energy Poverty Research Institute, Research Assistant/Data Scientist

Oct 2017 – May 2018 | Austin, Texas

- Using mixed methods, develops research instruments, such as interview guides and surveys, undertakes survey research, data compilation, data analysis, report writing, and presentation for grant funded energy poverty research.
- Creates R Shiny interactive data visualizations/applications to explore energy poverty in Texas.

National Endowment for the Arts, Analytical Services Contractor

May 2017 – Feb 2018 | Remote

- Creates or updates procedures for extracting, analyzing, and reporting quantitative & qualitative data.
- Visualizes NEA grant data using R and Tableau, and geocodes the data using ArcGIS Desktop.

EDUCATION

The University of Texas at Austin, Master of Public Affairs

Austin, Texas

The University of Illinois at Urbana-Champaign, Bachelor of Arts

Urbana, Illinois

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