

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