Justin Marschall

New York City
262-286-1129
justin.c.marschall@gmail.com
www.linkedin.com/in/justinmarschall

PROFILE

Award-winning data science manager with experience in statistical modeling, machine learning, consulting, leadership, and communicating findings to C-suite audience. Proficient in multiple industry tools, including AWS, Python, PySpark, R, SQL, SAS, MS Office, Git, and Bash. Supervision and interview/hiring experience. Passionate about professional development and helping teams reach their potential.

EXPERIENCE

Analytics and Media Manager | Amazon   2022   Current

- Served as analytical/statistical consultant for internal teams and external clients, influencing $100mm+ in client advertising budget

- Created data-driven insights and recommendations leveraging 1p and 3p sources to optimize client advertising campaigns and ad-tech strategy

- Presented original research to client executives and C-suite leadership

- Built tools to automate customer & campaign insight generation leveraging AWS, Python, & SQL

- Won an analytic team "award of excellence" for exemplifying Amazon's leadership principles and contributing to $7.5mm client advertising contract

- Contributed research and recommendations to featured publication in Ad Age

Data Science Manager | Lands' End, Inc.   2020   2022

- Managed machine learning modeling program for direct to consumer advertising campaigns (drives in excess of $700mm sales,135mm mailed catalogs, & thousands of models annually)

- Led conversion of predicting modeling application from legacy SAS/SQL to Python/Pyspark/AWS; increased $20mm in yearly sales

- Direct supervision responsibilities for two full-time, 6+ contract, and one intern on data science team

- Designed A/B tests to improve marketing program and measure value of improvements; tests often resulted in +5% to +10% improvement in sales

- Built predictive models to target catalog marketing audience; one recent model performed +13% to plan and was valued at $1.5mm in incremental sales

- Built several automated data auditing/QA tools, notification systems, reports, including production Shiny application in R

- Ran technical interviewing, onboarding, and professional development for data science and data engineering teams

Data Scientist | Colony Brands, Inc.   2018   2020
- Lead developer for corporate machine learning direct to consumer marketing models (drives in excess of $500mm sales, hundreds of models per year)

- Supervision responsibilities for two analysts and three interns on customer insight team

- Built machine learning model to predict customer's repeat purchase probability

- Built machine learning model to drive new customer acquisition

- Served on task force to improve corporate experimental strategy

- Built automated auditing tools for reports and Redshift table builds

- Designed coding/analytic assessment tool for analyst interviews

- Created a corporate R package for automated data QA

- Performed text analysis on transcripts of phone calls to classify and quantify customer/agent interactions

Customer Satisfaction Data Analyst | Colony Brands, Inc.   2015   2018
- Primary analyst studying customer satisfaction data (CSAT); build path-analysis model to understand value of CSAT on future purchasing behavior which was used to set annual corporate goals

- Developed and led five-day R training course for employees/interns

- Designed and created interactive, HTML-based executive dashboards using R

- Used publicly available weather data to investigate regional sales trends for warm-weather outdoor apparel

- Built statistical model to explain variance in call duration for phone orders; used to set corporate contact center employee goals and evaluation system

- Built and validated automated scorecard to assess phone agent performance

- Presented original research to executive and C-suite level audience

- Served on interview team for new analyst hire

- Served on vendor consultant team during POC phase of product acquisition

EDUCATION

Iowa State University — Master of Science in Psychology   2015

Iowa State University — Certificate in Quantitative Psychology   2015

Luther College — Bachelor of Arts in Psychology & Minor in Music   2012

SKILLS

Quantitative Experience

- Linear/Logistic Regression
- Machine Learning
- ROC Curves
- Analysis of Variance (ANOVA)
- t-tests
- Confidence Intervals
- Cluster Analysis
- Chi Square
- Survival Analysis
- Design of Experiments
- Factor Analysis
- Weighting
- Missing Data Imputation
- Power Analysis
- Simulation
- NLP/text mining/sentiment analysis

Software and Coding Experience

- Python
- PySpark
- R
- SAS
- AWS
- SQL/Redshift/Hive/Athena
- Git/Bash/Version Control
- Windows/Mac/Linux
- Microsoft Office Suite