


Marissa Clark

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EDUCATION

Dartmouth College | Master's Degree Equivalent in Psychology and Brain Sciences | 2018- 2021

UCLA | Bachelor's in Science in Cognitive Science, Minor in Neuroscience | 2011-2015

TECHNICAL SKILLS

Programming:

Python, SQL, R, Bash, PySpark
Scipy, Pandas, Numpy,
Tensorflow, PyTorch, Keras

Statistical Analysis:

Machine Learning, Time-series Modeling, Hypothesis testing, Linear and Logistic Regression, A/B Testing, Natural Language Processing, Multilevel Modeling, Forecasting, Predictive Modeling, Deep Learning

Software:

Sagemaker, Airflow, Snowflake, Looker, Jupyter, DataBricks, AWS, Git

EXPERIENCE

Data Science Strategy Leader at Kimberly-Clark (2023-Present)

- Spearheaded customer segmentation and measurement for Huggies campaigns, employing SQL, Pandas, and Scikit-Learn for consumer targeting and A/B testing, aligning with strategic business decision-making.
- Pioneered a predictive model using SQL, Pandas, and Scikit-Learn to forecast product purchases before a household's first diaper purchase, driving proactive consumer engagement and fostering brand loyalty.
- Formulated a trade promotion optimization algorithm using predictive modeling to pinpoint sales timing for 5700 products, leading to a forecasted \$3.3 million sales uplift.
- Delivered training on regression-based forecasting and PowerBI, boosting sales team engagement by 40% and supporting efficient demand forecasting and inventory management.
- Devised a measurement plan to quantify sales and conversion rates, yielding insights for consumer-targeting strategies
- Performed a comprehensive analysis of 3rd party data source, assessing its efficacy as a data source for a 1.7+ million household database.

Data Science/Machine Learning Consultant at Inspire11 (2022-2023)

- Utilized machine learning and natural language processing to create data science methodologies, communicating complex analytical concepts to non-technical audiences.
- Crafted and communicated clear and actionable Data Science roadmaps, supporting business cases with standard analysis skills and advanced analytics tools.

Data Scientist at Home Chef (2021-2022)

Designed and deployed multiple machine learning models through entire lifecycle from conception to production:

- Attributed customer acquisition to TV advertisements, leveraging SQL, Pandas, and XGBoost, leading to a \$500,000 yearly savings.
- Crafted a model to calculate customer lifetime value, prompting a strategic overhaul of customer targeting practices.
- Enhanced meal component demand forecasting, reducing food waste and saving approximately \$750,000 annually.
- Developed an NLP pipeline to classify customer feedback, enabling rapid response to consumer trends.

PhD Student at Dartmouth College (2018-2021) | Computational Social Neuroscience Lab

- Led a \$3.5 million academic research project, executing data analyses including data cleaning, shared response modeling, factor analysis, and principal component analysis
- Presented complex data analyses to audiences, enhancing understanding of computational social neuroscience findings and their implications for human emotions and behavior.

Lab Manager at Stanford University (2016-2018)

- Managed operational and compliance protocols for neuroimaging studies, handling expense reporting and IRB compliance for over 15 researchers, laying a foundation for subsequent data governance roles.