

# Marissa Gorlick

Austin, TX

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## Skills

**Tools:** GCP / AWS, VS Code / Jupyter, Tableau / Mode Analytics, Google Analytics, Adjust

**Languages:** Python // Pandas / NumPy / SciKitLearn, SQL, Bash / Shell, HTML / CSS / JS, Svelte / Flask

## Experience

**Data Science Manager** Mozilla

**July 2021 - Present**

- Hire a team of data scientists to support product and executive teams with data analysis and experimentation.
- Collect product and executive input to drive decisions for KPIs and OKRs that support our vision and goals.
- Strengthen everyone's data intuition with robust definitions, clear artifacts, and programs to increase access.

**Staff Data Scientist** Mozilla

**Nov 2019 - July 2021**

- TL Mozilla Rally - Develop B2B product requirements and launch 3 innovative extensions for data collection.
- Insights for product directions were generated through novel user research and NLP on funded grant data.
- TL Firefox Mobile - Lead a cross-functional working group, communicate with executives and mentor others.
- Connect product strategy with growth models and A/B tests to validate our new Android web browser.
- Combine third party data with product data to put growth into context and make product recommendations.

**Staff Data Scientist** Bazaarvoice

**Jan 2018 - May 2019**

- Lead a team to deploy ML advertising audiences from conception to production data product in 3 months.
- Train, tune and deploy models that classify shopper reviews (NLP: decision tree, heuristic).
- Create click-stream health metrics that identify event irregularities and quality benchmarks (SQL, Python).
- Transform raw serverless big data into a clean, queryable, analytics-ready resource (AWS).

**Data Scientist** CreativeLive

**Sept 2015 - Sept 2017**

- Develop models of multitouch / in-session acquisition attribution with visualizations to guide marketing spend.
- Define metrics that matter, analyze opportunity and risk and conduct A/B test to find impactful features.
- Empower data informed decisions through dashboards (Mode, Tableau), growth models and surveys.

**Data Science Fellow** Insight Data Science

**June 2015 - Sept 2015**

- Build a database (SQL), optimize a vegetable planting algorithm (Python), create an app (Flask, AWS).

**Postdoctoral Fellow** Yale University

**Aug 2014 - June 2015**

- Lead Neuroeconomics researcher examining individual differences in motivation resulting in 1 NIH grant.

**Graduate Researcher** University of Texas at Austin

**Sept 2009 - Aug 2014**

- Lead researcher on 35 experiments examining human behavior during learning and decision making.
- Execute data collection, processing, computational modeling and statistical analysis (Python, Shell).
- Primary data interpretation and writing responsibilities on 5 manuscripts with 16 co-authored.

**Research Lab Manager** University of Southern California

**Sept 2006 - Sept 2009**

## Education

**Ph.D., Cognitive Neuroscience** University of Texas at Austin

**2009 - 2014**

- Portfolio in Applied Statistical Modeling

**B.A., Neuroscience and Behavior** University of California, Santa Cruz

**2001 - 2005**