

# JANE DOE

jane.doe@email.com • (555) 123-4567 • New York, NY • linkedin.com/in/janedoe

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## PROFESSIONAL SUMMARY

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Staff data scientist with 9 years across experimentation, forecasting, causal inference, and product analytics. Partnered with product, finance, and engineering leaders to turn ambiguous growth and retention questions into decision systems used across a \$120M recurring revenue business.

## SKILLS

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**Methods:** causal inference, A/B testing, uplift modeling, forecasting, propensity modeling, feature engineering

**Languages & Tools:** Python, SQL, R, dbt, Airflow, Git, notebooks, model monitoring

**Analytics:** metric design, cohort analysis, experimentation platforms, executive dashboards, stakeholder workshops

## EXPERIENCE

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### B2B SaaS Company

#### Staff Data Scientist

Feb 2021 - Present

- Designed retention risk model combining product usage, support sentiment, and contract history, enabling customer teams to prioritize \$18M ARR and improving save rate by 11 points.
- Led experimentation framework for pricing and packaging tests across 42,000 accounts, replacing ad hoc analysis with pre-registered metrics and guardrail reporting.
- Built causal impact workflow to separate seasonality from campaign lift, preventing \$1.6M in annualized spend from being scaled on misleading attribution.
- Mentored 6 analysts and data scientists on metric design, model review, and stakeholder storytelling, raising the quality bar for decision memos across 4 product areas.

### Marketplace Company

#### Senior Data Scientist

Aug 2017 - Jan 2021

- Created demand forecasting models for supply planning across 19 regions, reducing stockout risk by 14% while keeping operations teams in a simple weekly review loop.
- Partnered with engineering to productionize feature pipelines and drift monitoring for a recommendation model serving 3M monthly sessions.
- Reframed marketplace health metrics from aggregate conversion to supply-demand balance by region, helping leadership identify 5 markets where incentives were masking poor retention.

## SELECTED PROJECTS

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### Experiment Review Playbook

- Authored internal guide covering sample-ratio mismatch, novelty effects, guardrail metrics, and launch-readiness decisions; adopted by 11 product squads.

### Forecast Model Monitoring System

- Defined drift checks, backtesting cadence, and business-owner review thresholds for weekly forecasts used by finance, operations, and marketplace teams.

## EDUCATION

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Public University, Master of Science in Statistics

May 2017

Public University, Bachelor of Science in Mathematics

May 2015