Jennifer K. Lenow

jenniferlenow@gmail.com | (901) 240-8476 | jklenow.github.io

Work Experience

Data Scientist, IAC Apps/Mosaic   **May 2019-present**

Leverage statistical and machine learning methods to predict and optimize business outcomes using quantitative data.

- Extract, validate, process, and organize user-level and app-level quantitative data from different data sources in order to track business KPIs, such as app-specific conversion rates
- Developed novel technical approach to generate custom user segments to be targeted in Marketing campaigns, which has directly led to increased spend, increased user acquisition, and increased revenue
- Identify behavioral proxies for KPIs through feature selection, feature engineering, and supervised machine learning, using techniques such as topic models and decision tree models
- Help migrate data pipelines across platforms and computing environments (e.g., GCP, Databricks, AWS)
- Manage intra-team and inter-team stakeholder relationships across business

Graduate Researcher, New York University   **Fall 2013–Fall 2018**

- Researched the role of emotion in learning and decision-making, which led to multiple peer-reviewed journal and conference presentations. This involved formulating novel scientific questions; designing experiments; programming behavioral tasks; collecting, managing, and cleaning data; performing quantitative data analysis to test hypotheses and explore data; and interpreting and reporting on results.
- Planned and facilitated workshops on, and mentored students one-on-one, in quantitative methods.

Research Assistant, University of Arkansas for Medical Sciences   **Fall 2011–Summer 2013**

Performed clinical patient interviews; programmed computer-based tasks; conducted statistical analyses on behavioral and brain imaging data; prepared presentations, manuscripts, and federal grant applications.

Skills

Programming/Computing: Python ● SQL ● PySpark ● R ● MATLAB ● JavaScript ● HTML/CSS ● Stan ● LaTeX
Data Analysis: Experimental design ● A/B (hypothesis) testing ● Classification and regression models ● Clustering ● Text analysis ● Nonparametric statistics ● Dimensionality reduction ● Feature engineering ● Bayesian statistics ● Computational modeling ● Data visualization
Communication: Experience translating quantitative results into actionable insights and communicating those insights to a variety of different stakeholders

Education

New York University, New York, New York   **2013-2018**
Ph.D. in Cognition and Perception
National Science Foundation Graduate Research Fellowship Award

Hendrix College, Conway, Arkansas   **2008-2012**
B.A. in Psychology
Magna Cum Laude, Phi Beta Kappa