

# Forward Deployed Marketing Data Scientist

**Position Type:** Full-Time

**Location:** Remote (US or Canada) with office hubs in New York, San Francisco, and North Carolina

**Salary Range:** \$140,000 - \$200,000(+), Competitive Equity Packages (ISOs)

**Visa Support:** Visa sponsorship and transfers are available

## Role Overview

We are seeking a highly autonomous and strategic data professional to serve as the foundational, first member of our expanding AI Decisioning function. This specialized role sits at the critical intersection of applied machine learning, customer strategy, and data engineering. You will completely own the end-to-end management, optimization, and real-world performance of automated, intelligence-driven campaign initiatives for our major enterprise partners.

## Key Responsibilities

- Analyze operational patterns to diagnose campaign efficiency and continuously tune core machine learning components, including algorithmic reward systems, feature matrices, and training windows.
- Conduct deep, rigorous technical investigations directly against modern enterprise cloud warehouses.
- Construct modular, reusable internal analytical tools and notebook frameworks.
- Architect, configure, and evaluate localized marketing experiments from conception to final analysis.
- Serve as a strategic client-facing partner, translating complex statistical mechanics into accessible business narratives for corporate executives and brand managers.
- Collaborate closely with machine learning engineers and software platform teams to deploy robust data pipelines and surface net-new technical opportunities.

## Core Requirements

### Experience & Mindset

- 3+ years of professional engineering or analytical experience in a client-facing position across data science or machine learning sectors.
- Proven success managing wide project scopes within lean, fast-moving corporate structures characterized by high independence.
- Background executing analytics or statistics explicitly for growth or digital marketing initiatives.

### Technical Competencies

- Advanced capability performing custom investigative analysis using Python ecosystems

- (such as pandas, Jupyter, and associated libraries).
- Strong, hands-on facility writing and auditing complex SQL structures for cloud data lake explorations.
  - Deep understanding of multivariate experimentation, statistical A/B workflows, and marketing attribution frameworks.

## Communication Skills

- Exceptional verbal and written translation of deeply technical concepts to both engineering peers and non-technical external leadership.

## Interview Roadmap

1. **Initial Conversation:** A 30-minute introductory call focused on mutual alignment.
2. **Exploratory Assignment:** A structured, time-limited take-home case study evaluating raw dataset manipulation and presentation clarity.
3. **Collaborative Design Session:** A 90-minute live scenario where you will design an end-to-end validation experiment, establish objective metrics, and evaluate mock performance trends with our core engineering team.
4. **Executive Review:** Final evaluation round.