Rob Nowicki, PhD
Data Scientist, Programmer, Survey Researcher, Team Leader

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SUMMARY

A data scientist & researcher with 11 years of experience in R & statistics, 10 years of experience in leadership, & 3 years of experience in data science. I succeed in both individual contributor & people management roles across industries.

RELEVANT SKILLS

Data & Programming Tools: R | SQL | MS Office Suite | Google Suite | Qualtrics | Displayr | Tableau
Statistics: Machine Learning | Regression (Linear, Logistic, Ordinal, Multiple, Generalized, Ridge, Lasso, Elastic Net) | A/B Testing | Mixed Effect Modeling | Model Selection | Classification | Clustering | Multivariate Analysis | Imputation
Research: Survey & Experiment Design | Sample Collection | Qualtrics | Quality Assurance | Market Research Analysis
Project Management & CRM Tools: Git | Salesforce | Asana | Wrike | Notion | Sharepoint | Dropbox

RELEVANT WORK EXPERIENCE

Morning Consult, Washington, DC   04/2020 – 01/2023
Director → Senior Director → Managing Director → Associate Vice President, Commercial Data Science

- Managed a rapidly growing team of 12 data scientists in a fast-paced start-up environment, servicing the monthly data needs of a 600%+ office staff expansion over 2.5 years
- Directed survey & sampling operations of 50+ Qualtrics surveys/mo. across 30+ countries, including trackers
- Used machine learning & statistics to perform market research analyses including brand, satisfaction, & price analysis, product development, customer profiling, concept / message testing, & segmentation
- Co-developed R functions & analytical guides for EFA, correspondence analysis, & elastic net regression
- Automated routine survey research tasks in R, including bidding, data cleaning, & vendor comms
- Improved data quality with R & Qualtrics by automating respondent quality checks pre & post survey
- Quickly resolved urgent R & Qualtrics issues from team on programming, fielding, processing, & analysis
- Improved quality of tracker survey data wave over wave by reorganizing & standardizing tracker procedures
- Advised clients & internal teams on analytics, survey design, & sampling strategies to ensure client retention
- Improved internal tools for survey programming, operation, & reporting tools by collaborating across teams
- Improved cross-team relationships with other commercial & technical teams by standardizing communication
- Facilitated ~50% annual revenue growth & high contract renewal rates in my region

Mote Marine Laboratory, Summerland Key, FL   01/2017 – 04/2020
Postdoctoral Research Fellow, Shark & Ray Conservation Program

- Designed & led successful studies on coral restoration, reef ecology, & fisheries science
- Analyzed categorical, ordinal, & continuous data with mixed effects models & multiple regression techniques
- Mentored ~20 postgraduate interns, including 3 NSF REU students
- Published 7 peer-reviewed publications in leading ecological journals
- Wrote several successful research proposals totaling ~$50,000
- Developed a new method to reduce shark bycatch in commercial lobster traps of the Dutch Caribbean
- Led dozens of public research presentations reaching hundreds of children & adults

Florida International University, Miami, FL   08/2011 – 12/2016
PhD candidate, Shark Bay Ecosystem Research Project

- Led teams of field biologists on successful 6 month field expeditions to Shark Bay, Western Australia
- Designed & performed experiments & monitoring surveys with fish traps, drumlines, transects, & quadrats
- Analyzed zero-inflated & overdispersed data with mixed effects models & generalized linear regression
- Published 4 peer-reviewed publications in leading academic journals, as well as a book chapter
- Taught undergraduate lab courses in Biology to hundreds of undergraduate students

EDUCATION

PhD, Biology, Florida International University (Miami, FL)   2016
BS Marine Biology, University of North Carolina, Wilmington (Wilmington, NC)   2010