

# Marissa Gorlick

marissagorlick.org

Austin, TX

916-595-5450

magorlick@gmail.com

## Skills

**Skills:** Growth / SEO / Customer Insights / Design / Strategic Roadmap / Collaboration / GenAI / Analysis

**Tools + Languages:** GCP, AWS / Figma / BI / Notion / Jira / Python / SQL / Bash / HTML, CSS, JS

## Experience

**Data Product Manager** - Intuit TurboTax (Contract)

**Dec 2023 - Present**

- Scale the use of GenAI in personalizing tax explanations which increased user-reported helpfulness.
- Build an LLM prompt tool and human evaluation panel to annotate responses and evaluate quality.

**Product Manager** - Rill Data

**Feb 2022 - Aug 2023**

- Grow a data tool concept into an open-source community (1000+ GitHub stars) with paying customers.
- Clearly articulate customer needs and growth insights to influence strategy and feature development.
- Negotiate with engineering and design to ensure a beautiful user experience that solves real problems.
- Lead roadmapping and implement accessible product ops (Notion) to set goals for rapid iteration.

**Data Science Manager** - Mozilla Firefox

**July 2021 - Feb 2022**

- Develop company KPIs that forecast user growth goals by channel aligning w/ Firefox's strategic goals.
- Hire product data scientists to support 6 mobile apps to measure how onboarding retains new users.

**Staff Product Data Scientist** - Mozilla Firefox & Rally

**Nov 2019 - July 2021**

- TL Rally - Voice of user needs for a two-sided marketplace collecting user browsing data for journalists.
- Lead tactical conversations with partners and engineers during discovery, prototyping, and delivery.
- TL Mobile - Validate product strategy for a browser launch w/ growth models, segments, and A/B tests.
- Design and build easily interpretable data visualizations that highlight changes in user acquisition.

**Staff Product Data Scientist** - Bazaarvoice

**Jan 2018 - May 2019**

- TL Ads - Lead a cross-functional ML team to build audience identity files and personalized experiences.
- Train and tune models that classify retailer reviews saving \$1M/year (NLP, decision tree, heuristic).

**Product & Growth Data Scientist** - CreativeLive

**Sept 2015 - Sept 2017**

- Develop attribution models for acquisition and retention to optimize marketing channel ROI (LTV).
- Empower data-informed decisions through dashboards (Mode, Tableau), models, and experimentation.
- Transform click stream data into an explorable source of truth to improve long-tail SEO performance.

**Postdoctoral Fellow** - Yale University

**Aug 2014 - June 2015**

- Lead experiments exploring age differences in delayed rewards w/ 1 publication and 1 NIH grant.

**Graduate Researcher** - University of Texas at Austin

**Sept 2009 - Aug 2014**

- Lead 35 experiments on social and economic incentives during decision-making w/ 16 publications.

**Research Lab Manager** - University of Southern California

**Sept 2006 - Sept 2009**

## Education

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

**2009 - 2014**

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

**2001 - 2005**