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, Adobe / BI / Notion / Jira / Python / SQL / Bash / HTML, CSS, JS

Experience

Data Product Manager - *Intuit TurboTax (Contract)*   **Dec 2023 - Present**
- Scale the use of GenAI to personalize tax explanations, increasing user-reported helpfulness by 56%.
- Build a human evaluation panel and annotation framework for responses to support LLM improvements.
- Lead the strategic decision between using a fine-tuned internal LLM model and third-party options.
- Develop an LLM Judge to auto-evaluate responses increasing shipping velocity and prod monitoring.

Product Manager - *Rill Data*   **Feb 2022 - Aug 2023**
- Grow a data tool concept into an open-source community (1000+ GitHub stars) with paying customers.
- Communicate 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 human research panel collecting web browsing data for journalists.
- Lead strategic 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.

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 models to classify 6000 retailer's reviews into segments saving $1M/year (NLP, decision tree).

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 with dashboards (Mode, Tableau), models, and experimentation.

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**