

Senior Data Scientist

Description

Introduction to Demandbase: Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. Our account-based technology unites sales and marketing teams around insights that you can understand and facilitates quick actions across systems and channels to deliver big wins. It's flexible, scalable ABM built for you. As a company, we prioritize both the advancement of careers and the development of world-class technology. We invest heavily in people, our culture, and the communities around us. We have offices strategically located in San Francisco and New York in the US, and Hyderabad, in India and we embrace a hybrid work model in these regions. Outside of these areas we offer a remote work option and boast a significant presence in Austin, TX, Atlanta, GA, and London, UK. Continuously lauded as a great place to work, we are Great Place to Work Certified, and have earned distinctions such as "Fortune's Best Workplaces in the Bay Area," "Best Workplaces in Technology," "Best Workplaces for Millennials," and "Best Workplaces for Parents"! We're committed to attracting, developing, retaining, and promoting a diverse workforce. By ensuring that every Demandbase employee is able to bring a diversity of talents to work, we're increasingly capable of achieving our mission to transform the way B2B companies go to market. We encourage people from historically underrepresented backgrounds and all walks of life to apply. Come grow with us at Demandbase! About the Role: You will be a member of Demandbase's Central Data Science team that drives product innovation and is responsible for all ML/AI initiatives and projects. We build and apply ML models at every stage of the B2B buyer's journey. Starting from the top of the funnel, Data Scientists build account rank models to score tens of millions of companies and also recommend companies that aren't yet in their CRM. Our Data Scientists apply cutting-edge natural language processing algorithms and deep learning models to predict whether a company is interested in our clients' products even before they visit their site. Once ML-generated account lists are built, we launch campaigns to generate awareness and traffic to target sites. Our Data Scientists build pacing, pricing, click-through rate, and engagement models using tens of billions of auctions daily to optimize campaign performance. We build reinforcement learning algorithms to optimize the user experience when potential prospects click on ads/banners and visit our customers' websites. Our Data Scientists build real-time intent using time series analysis to trigger an alert for sales after potential prospects share their contact information, to contact prospects when there's an intent surge. ML models are a significant differentiator for each of our offerings in the ABM platform, Targeting, Conversion, and Intent products. Our Data Scientists not only build ML models, but are also substantially involved in productizing the models, and working closely and cross-functionally with data engineering, application, product, and UX design teams to deliver the world's best account-based marketing and advertising product. The compensation range for this role is: \$169,400 – \$272,290 Below are examples of some of the types of projects you can expect to work on: Identification and account intelligence: map billions of IPs and cookies to companies Rank accounts in B2B buying journey Intent: develop a browsable taxonomy of intent signals What you'll be doing: Develop Machine Learning algorithms that optimize and make an immediate business impact on KPIs. Build, test, and deploy custom ML/AI models and algorithms on large datasets, and develop processes for monitoring and analyzing their performance in production environments. Communicate algorithms, complex data science methods, and statistical results with technical and non-technical audiences. Stay current with the latest technology/research and drive innovation. What we're looking for: 2+ years of

Hiring organization

Demandbase

Job Location

Remote

Base Salary

\$ 65000 - \$ 110000

Date posted

June 1, 2024

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data science experience Background in Statistics, Computer Science, Machine Learning, Mathematics, Computational Psychology, Operational Research, Physics, or relevant field Driven more than one greenfield project from concept to production release Proficiency with analytical and database tools (e.g. Jupyter notebooks, Hive, SQL, No-SQL) Demonstrated ability to write clean and performant code in Python ML Experience Experience in at least one of the following categories of ML problems: Ranking & Recommendation Systems Ad Optimization Reinforcement learning Real-time bidding algorithms Experimentation (A/B testing) ML libraries and frameworks Scikit-learn / Pandas / Numpy / NLTK / etc Keras TensorFlow PyTorch BQML SparkML Nice to have skills: Experience leading teams and projects Experience with Google Cloud or AWS Prior experience in Martech/Adtech space Scala proficiency Nice to have qualities: You are highly self-motivated and able to operate with significant autonomy You are able to break down complex problems and come up with simple innovative solutions You are able to focus on the goals without getting lost in the details Data is your thing, you love metrics and use metrics to drive projects You are willing to build end-to-end and own the machine learning products you build or help build Benefits: Our benefits include options for up to 100% paid Medical and Vision premiums for employees, a flexible PTO policy, no internal meetings Fridays, as well as access to Modern Health and other mental wellness resources. Additionally, we offer eight paid holidays and two additional week-long breaks when all Demandbase employees in the US take time off simultaneously (the week of July 4th and the week of Thanksgiving). We also provide 401(k), short-term/long-term disability, life insurance, and other great benefits. Our Commitment to Diversity, Equity, and Inclusion at Demandbase At Demandbase, we believe in creating a workplace culture that values and celebrates diversity in all its forms. We recognize that everyone brings unique experiences, perspectives, and identities to the table, and we are committed to building a community where everyone feels valued, respected, and supported. Discrimination of any kind is not tolerated, and we strive to ensure that every individual has an equal opportunity to succeed and grow, regardless of their gender identity, sexual orientation, disability, race, ethnicity, background, marital status, genetic information, education level, veteran status, national origin, or any other protected status. We do not automatically disqualify applicants with criminal records and will consider each applicant on a case-by-case basis. We recognize that not all candidates will have every skill or qualification listed in this job description. If you feel you have the level of experience to be successful in the role, we encourage you to apply! We acknowledge that true diversity and inclusion require ongoing effort, and we are committed to doing the work required to make our workplace a safe and equitable space for all. Join us in building a community where we can learn from each other, celebrate our differences, and work together. Please mention the word ****PLEASURABLE**** and tag `RMjE2LjI0NS4yMjEuOTE=` when applying to show you read the job post completely (`#RMjE2LjI0NS4yMjEuOTE=`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com