

THE OPPORTUNITY

Data Scientist

Could this be you?

WPP is looking for a smart, technically savvy person that is passionate familiar with turning data into models for empowering clients and platforms. This person will be a critical part of the Data Science Center of Excellence on the Data and Analytics team and be heavily involved in our new data infrastructure buildout. This person should be a data scientist at their core with a strong creative thinking side. Fundamentally, you like to build and create cool stuff.

What's in for you?

- Ability to make an immediate impact: WPP is eager to develop new technology, platforms, algorithms, and processes. You'll have an opportunity to make a real impact on the business.
- Build the Future: You will be working on cutting edge projects!
- High visibility: We are a very flat organization that encourages an entrepreneurial culture.
- Fun: Growth is fun!

In this role you will...

- Use your analytically creative skillset to help WPP evolve how we work and deliver to clients
- Work specifically in a variety of areas: Machine Learning, Artificial Intelligence, Large scale dataset analysis, data visualization and more
- Create new analyses, models, and/or tools that deliver insights that enable the business partners to further their objectives
- Partner with the platforms team to productionalize algorithms for audience creation and optimization
- Manage a pipeline of projects/products and their on-time delivery
- Consult with and deliver results to partners within tight time constraints that consistently meet or exceed the expectations of the client
- Contribute to the success of other team members by providing training and leadership in thought generation, analysis, coding, and mentorship globally
- Maintain and support all company standards as specified within the Quality Management System.
- Supports/facilitates the mandatory adherence to ISO9001 requirements, processes and procedures.
- Perform other duties and projects as assigned.

You have...

- Graduate degree in a quantitative field: Mathematics, Economics, Engineering, Operations Research, Computer Science, or a related field. Relevant experience also considered.
- Extremely strong quantitative and logical problem-solving skills
- 1-2 years of analytics or data science experience in business environment
- Experience in digital analytics or marketing analytics required
- Experience with Snowflake, Microsoft AI Suite and IBM Watson offerings a plus
- Strong or better knowledge of Python, R, etc. is required
- Experience in data mining algorithms and statistical modeling techniques such as clustering, classification, regression, decision trees, neural nets, support vector machines, genetic algorithms, anomaly detection, recommender systems, and natural language processing
- Strong ability to partner and stay open-minded to exchange ideas with other functions. Creativity is a core value in this role
- Willingness to work in a dynamic, fast paced, cross-functional environment
- Ability to communicate effectively to technical and non-technical audiences in engineering, business, creative, product and executive areas

- Initiative and ability to seek and take responsibility. High attention to detail, data accuracy and quality of output
- The physical and mental requirements to meet the above listed job responsibilities.
- *There is no relocation assistance for this role.*