

Emily Gee

New York, NY ♦ gee.emily16@gmail.com ♦ emilygee.me

Summary

Senior data scientist with 6+ years in consumer product analytics at Meta turning analysis into road map decisions for products used by billions of people globally. Led analytics for 0-1 launch of Close Friends in Facebook Stories, redirected \$3M in engineering investment in Messenger, and improved reliability by 14.5% y/y for 1B+ calling users.

Professional Experience

Meta

New York, NY

Senior Data Scientist, Facebook Creation

Feb 2024 - Aug 2026

- Owned analytics for 0-1 launch of Close Friends in Facebook Stories, leading experiment design and automating dashboards/reporting that cut time-to-ship down to 6 months from a projected 18
- Convinced senior leadership through longitudinal and meta-analysis to deprioritize incremental investments in Messenger Stories in favor of new sharing formats, saving an estimated \$3M in engineering costs
- Set product and experiment strategy for Stories in Facebook and Messenger across 240M producers, contributing to +0.3% ecosystem sessions which exceeded org's goal for the half
- Built LLM-generated experiment readouts and dashboards, adopted by 100% of engineers on the team and accelerating org-wide usage of AI analytics tooling by 50% over a half

Data Scientist, Remote Presence

Aug 2020 - Feb 2024

- Established causal and correlational links between real-time communication quality/reliability and engagement, guiding investments that improved %BAD by 14.5% y/y for 1B+ audio/video calling users across Messenger and Instagram
- Defined 10+ new metrics and frameworks to quantify user-perceived quality issues, including a measure of network congestion that the bandwidth allocation team adopted as a goal metric over 2+ halves and used for 50+ launch decisions
- Built topic modeling pipeline over hundreds of samples of unstructured survey data that surfaced no audio as a top user issue and shaped team road map
- Mentored a team of 10 junior data scientists on technical and soft skills over 2 years, leading to zero attrition

Data Science Intern, Marketplace Buy & Sell Groups

May 2019 - Aug 2019

- Quantified opportunity size of Stories feature in buy/sell Facebook Groups and productionized natural language understanding models to inform product road map and project prioritization

Education

University of Maryland

Aug 2016 - May 2020

B.S. Operations Management & Business Analytics, and Information Systems

College Park, MD

Honors College - University Honors citation; Dean's scholarship

Skills

Tools/methods: SQL, Python, Presto, A/B testing, experiment design, power analysis, meta-analysis, regression, classification, clustering, topic modeling, causal inference

Product analytics: Metric development, dashboards and data visualization, data storytelling