

# Matthew Chapman

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## EDUCATION

### William Jewell College

Liberty, MO

*Bachelor of Science, Data Science*

May 2023

- Scholarships: *Achiever Scholarship* (Academic), *Men's Basketball Scholarship* (Athletic)
- Awards: Dean's List, GLVC All-Academic Award, William Jewell Scholar-Athlete Award, National Association of Basketball Coaches (NABC) Academic Excellence Award

## EXPERIENCE

### Academic Achievement Center

Liberty, MO

*Data Analyst – Tutoring and Student Success*

Jan 2021–Apr 2022

- Managed spreadsheets with PII of 800+ students and assigned unique IDs prior to analysis to maintain confidentiality
- Used tools such as Excel, Python, and SQL to perform Exploratory Data Analysis
- Produced reports and presentations for management regarding their questions, as well as additional findings from EDA
- Proved that utilization of tutoring services at the college leads to success

### T-Mobile – Digital Marketing Solutions

Overland Park, KS

*Software Developer/Data Science Intern*

May 2022 – Aug 2022

- Familiarized myself with the majority of Adobe Solutions (Adobe Analytics, Customer Journey Analytics, Adobe Target, Adobe Experience Platform, AEP Data Science Workspace, AEP Data Collection)
- Shadowed Senior Software Engineers and a Principle Data Scientist
- Wrote Javascript to transition t-mobile.com from at.js to AEP Web SDK (alloy.js) to enable data collection and establish communications between Adobe Target and the website, successfully enabling user personalization on the website and third party marketing services (Facebook)
- Performed EDA (SQL, Python) for a new product propensity to purchase model using JupyterLab notebooks within AEP DSW. Shadowed Data Scientist team as they worked on the other parts of building the model.

### Mid America Regional Council – Mental Health Co-Responders

Kansas City, MO

*Data Analyst*

Aug 2022 – Dec 2022

- Implemented a new system to collect data for quarterly reports in a more efficient manner
- Aggregated historical data to be compatible with future data
- Cleaned data and created a control group based on the current data
- Utilized R Studio to produce a report proving the Mental Health Co-Responders grant is successful

## EXTRACURRICULARS

### WJC Men's Basketball

Liberty, MO

*Player*

Aug 2019 – Present

- Contributed 20+ hours per week in practice, weightlifting, team meetings, and personal film
- Mentored younger teammates on importance of work ethic, in classroom and court
- Adapted to different and new positions, based on teams needs
- Performed data analysis from box scores and reported findings to coaches
- Awarded Most Improved Character for improved academic standing and work ethic throughout career

### AthLEADership Academy

Liberty, MO

*Team Captain*

Aug 2020 – May 2021

- Represented Men's Basketball at leadership skill development meetings
- Applied and translated leadership skills in the classroom and on the court
- Encouraged leadership behavior amongst my peers

## ADDITIONAL INFORMATION

**Skills:** Microsoft Excel, HTML/CSS, JavaScript, Python, SQL, (Adobe: Analytics, CJA, Experience Platform, Target, Data Collection, Data Science Workspace), Data Pipelines, Software Development, R/RStudio, Exploratory Data Analysis, Data Visualization, Git, Data Prep/Cleaning

**Currently Learning:** C++, Java