

# Matt Clark

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## **Highlighted Skills**

- Data Analysis
- Programming languages consisting of Python, HTML, CSS, DiMac (Active Control Language)
- JavaScript
- In-Depth Cost-Benefit Analysis of Business Decisions
- Adobe Photoshop and InDesign
- Video Advertising; Content Creation
- Working knowledge of combining HTML, CDN based
- Working closely with affiliate companies in effort to develop experimental products intended to deliver future services
- Network Troubleshooting
- Management of ecommerce Platform - Magento 1 and 2
- QuickBooks
- Knowledge of ERP System – SAP
- Onboarding of New Product Portfolios, CSS, and JavaScript to develop new webpages

## **Work Experience/Results**

**Lindy Computer Connection Technology Inc.**

**December 2017 – Present  
July 2011 – May 2013**

Database Administrator; New Business Development; Web Editing and Marketing

- Perform Database administrative tasks such as analyzing new data feeds consisting of 4,000+ SKU's presented by vendors and comparing them to web exports from our ecommerce site utilizing the Magento 2 Platform.
- One notable project, assisted by UAH Director of Information Systems, Chakri Deverpalli, was developing a program using Python that intakes Manufacturing Part Numbers, then converts them into internal part numbers so that thousands of part numbers can be converted nearly instantaneously. This project saved the company nearly 60 labor hours and assisted in the rebuilding of our website's category structure.
- Editing web pages with updated articles and feeds representing up-to-date information and publications. Contacting international persons of interest in order to develop overseas markets.
- Producing helpful accounting reports that detail spending and profitability based on data trends going back over a year. These the historical date used in developing these trends were stored and extracted from a QuickBooks database. These trends contained all-inclusive data, product-line specific data, as well as trends developed on the individual product basis. Other accounting duties include the entering of State Sales Tax and FICA Taxes on labor, Audit of Social Media expenses, and reconciling of Amazon Seller Central Accounts.
- Marketing duties include producing bi-weekly newsletters via MailChimp, producing and creating original content weekly ads for the DealNews platform using Photoshop and other Adobe tools, managing Amazon promotional campaigns via Amazon Seller Central and Viral Launch. During this time, I also managed near constant correspondence with Huntsville tech company DealNews to manage sales report data that is assisting in developing a new service that will provide DealNews with a new product offering to increase consumer value.
- In earlier employment, duties included warehouse stocking, order filling, invoice production, and inventory management via QuickBooks.

Graduate Teaching Assistant

- Hold study sessions under the supervision of the UAH Accounting staff that served to stimulate student interest and promote understanding inside of lecture.
- Assist in the planning and organization of special events such as speaker series and receptions intended to increase enrollment in undergraduate and graduate programs. Manage a team of undergraduate ambassadors that would assist in the set up of these marketing events.
- Receive and Analyze weekly admission reports to identify new students and send them a welcoming postcard. Serve as a role model for the UAH business school.

Peer Assisted Study Session (PASS) Leader

- Design study plans, create training materials, and facilitate weekly study sessions for students that related closely to lecture topics for the respective weeks
- Create reports detailing the result of these sessions. Serve as a resource to students when the instructor was unavailable.

**Academic Projects:**

**Graduated Computer Analysis, Fall 2018**

Use of forensic software such as ProDiscover, SluethKit/Autopsy, Paladin, and WinHex, to recover deleted files from a hard drive in order to produce court admissible evidence that would allow any jury make a well informed decision. Analyze file systems using working knowledge of how the files in a system are allocated, specifically focusing systems that utilize FAT32 systems. Determine hard drive space and identify the byte range of a cluster within a partition that a piece the evidence is being stored.

**Financial Accounting Theory, Spring 2018**

Lead a team of 5 to develop an in-depth debate and research project regarding the rollback of Dodd Frank regulations particularly influencing accounting decisions and earnings-management.

**Financial Statement Analysis, Fall 2017**

Lead a team of 4 to develop a full equity analysis and professional analyst report of Wal-Mart Stores, Inc. to draw buy and sell conclusions and help investors make decisions based on complex indicators leading to the intrinsic value of the company. These indicators include equity analysis involving cash flow evaluation and residual income model, fundamental evaluation including all relevant ratios, earnings quality analysis using Beneish earnings management score and Alt Man's Z-Score to form a conclusion for investors.

**Cost Management Theory, Fall 2017**

Lead a group of 5 to develop a costing model for a local Just-in-Time delivery warehouse to ensure the owner that bringing his transportation efforts in-house is both profitable and able to be accomplished using his current facilities and resources. The owner is still using this model today and has proven that our teams research and capabilities to produce a useful and understandable model was realized. The Decatur based warehousing service realized close to an additional 20% profitability in the year following this project.

## **International Business, Summer 2016**

Investigated the positive and negative implications of international business with relation to world trade agreements and how those agreements influence wealth accumulation across borders. This project dealt with many of the most influential trade agreements of modern time and showed the impacts of those agreements with respect to trade in various countries dependent on that country's GDP and how these agreements effect both long-term and short-term funding goals within these countries.

## **Highlighted Skills**

Data Analysis; Programming languages consisting of Python, HTML, CSS, DiMac (Active Control Language), JavaScript; In-Depth Cost-Benefit Analysis of Business Decisions; Adobe Photoshop and InDesign; Video Advertising; Content Creation; Working knowledge of combining HTML, CDN based CSS, and JavaScript to develop new webpages; Working closely with affiliate companies in effort to develop experimental products intended to deliver future services, Network Troubleshooting; Management of ecommerce Platform - Magento 1 and 2; QuickBooks; Knowledge of ERP System – SAP; Onboarding of New Product Portfolios

## **Education**

**Undergraduate Coursework:** Undergraduate Coursework: Financial Accounting (Principles, Intermediate I & II), Managerial Cost Accounting, Information Systems in Organizations (Database Management in SAP), Principles of Finance, Individual and Small Business Income Tax, Principles of Auditing, Accounting Information Systems, Strategic Management Decisions

**Graduate Coursework:** Graduate Coursework: International Business, Cost Management Theory, Financial Statement Analysis, Internal Auditing, Managing Human Resources, Financial Accounting Theory, Project Management, Business Law for Accountants, Telecommunications and Networking, Graduated Computer Forensic Analysis

## **The University of Alabama in Huntsville**

Bachelor of Science Business Administration, Accounting	GPA: 3.84
Graduated: July 2017: Magna Cum Laude	
Master of Accountancy	GPA: 3.56
Expected Graduation: December 2018	
Master of Science in Information Systems	
Expected Graduation: May 2020	

## **Campus Involvement/Leadership**

Graduate Teaching Assistant  
PASS (Peer Assisted Study Sessions) Leader  
Tutor (Campus and Private)  
College of Business Ambassador  
UAH College Democrats – Treasurer  
Impact Alabama; SaveFirst Volunteer Tax Preparer  
Beta Alpha Psi - Iota Theta Chapter

## **Awards/Honors**

Magnum Cum Laude  
National Society of Leadership and Success Sigma Alpha Pi  
Active Member of Professional Accounting Fraternity Beta Alpha Psi

### **References**

Howard Speegle – Mentor, Inventor, Serial Entrepreneur, Engineer, Rocket Scientist,  
Owner/President – DIVA Automation  
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Cell Phone: (256) 394-0288

Violet Edwards – UAH Marketing Coordinator; Communications Instructor  
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Calvin Miller – Sales Manager at Lindy Computer Connection Technology – Connectivity  
Center  
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**\*\*\*Additional References Available Upon Request\*\*\***