

MATTHEW ALESSI RUFFNER

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EDUCATION

The University of Texas at Austin

May 2021

Master of Science, Business Analytics

- Overall GPA: 3.86

Coursework: Adv Predictive Modeling, Learning Structures & Time Series, Text Analysis, Data Analytics Programming, Decision Analysis, Financial Management, Cognitive Computing, Supply Chain Analytics, Blockchain, Optimization

University of Wisconsin-Madison

May 2020

Bachelor of Science, Astronomy-Physics and Physics

Certificate, Mathematics

- Overall GPA: 3.2; Major GPA: 3.4

EXPERIENCE

Horizon Next – Manager, Advanced Analytics; New York, NY

May 2025 – Present

- Designed and built an end-to-end dynamic dashboard using the company's in-house visualization platform — ingesting raw vendor data, automating database integration, and enabling live performance tracking for internal and client teams

Horizon Next – Senior Analyst, Advanced Analytics; New York, NY

October 2022 – April 2025

- Led and designed an internal bootcamp program training brand teams on the company's predictive and attribution models, improving model adoption and understanding across non-technical teams
- Fully onboarded new clients by architecting end-to-end data pipelines, defining required data inputs and granularity, and integrating raw client data into company databases to support modeling workflows
- Acted as a key analytics liaison on client and internal brand team calls, clearly communicating model methodologies, interpreting results, and translating technical insights into actionable business recommendations
- Deeply knowledgeable across the organization's modeling suite, including Marketing Mix Models (MMM), incrementality testing, regression-based analyses, and attribution frameworks
- Co-developed a new TV audience efficiency metric leveraging TV airings data to quantify cross-platform reach (OTT vs. linear, tiers, and stations), assigning dollar-value estimates to incremental audiences
- Represented the company as a guest panelist for Boston University's data science graduates, sharing industry perspectives and professional insights
- Serve as a communication bridge across siloed analytical teams (engineering, digital analytics, product management, and modeling), driving alignment and ensuring smooth cross-team collaboration on complex data projects

Ankura – Analytics and Data Strategy Associate; New York, NY

June 2021 – June 2022

- Provided data analysis expertise for high-profile litigation cases as well as various internal projects
- Learned C# and implemented a multithreading process that decreased data load times for half a petabyte of data
- Streamlined manual data conversion by building out a workflow utilizing a combination of Alteryx and SQL scripts
- Generated market research findings for data & technology business development. Results sent directly to the CEO
- Converted thousands of bank statement PDFs into free form text using various OCR programs. Leveraged regular expressions and text parsing techniques to output a ledger of transactions into a single workbook
- Assisted colleagues in python programming, participated in corporate recruiting, organized team social events

Vestergaard – SmartNet Initiative Intern; Lausanne, Switzerland (remote intern)

November 2020 – May 2021

- Performed data analytics in support of malaria net use optimization effort. Cleaned proprietary datasets, created findings reports including data visualizations and analyses. Collaborated on interpretation of results

TECHNICAL PROJECTS

Business Analytics Capstone

- Collaborating with Dell to standardize specific services to increase efficiency of the team working with clients. Leveraging NLP to perform text analyses to make recommendations to Dell

Drivendata Competition

- Participated in the Richter's Predictor competition. Developed model, correctly predicted damage grade 75.04% of the time, performed in the top 1.6% of all models. <https://shakirahola5.medium.com/richter-predictor-72aaa300b44>

Humana Case Competition

- Created a model, as part of a three-person team, using patient data to accurately predict whether a patient would have a certain medical condition. Detailed results and analysis in a 24-page report

Sports Analytics

- Analyzed soccer match event data with Python to identify impact players generating consistent scoring chances and to predict outcomes based on specific build-up play. Visualized results using sklearn library

Astronomical Research

- Studied light reflecting off of interstellar objects, such as interstellar dust, distant from source of emitting light and compiled data to pinpoint object location, contributed to Department Chair research

LEADERSHIP EXPERIENCE AND ACTIVITIES

UW Astronomy Club – Treasurer (Fall 2019 – Spring 2020)

Fall 2017 – Spring 2020

- Prepared club meetings, arranged for distinguished speakers to speak, managed member funds and coordinated with club advisors to gain funding for events, trips, and food
- Organized outreach events and presented in front of classes to boost club awareness and increase attendance by 15%

HONORS

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- Recipient of the Master of Science distinguished scholarship

Summer 2020 – Spring 2021

ADDITIONAL INFORMATION

Computer Languages: R, Python, SQL, SAS, C#

Computer Skills: TensorFlow/PyTorch, computer vision, time series analysis, NLP, Alteryx, Tableau, OCR, MS office

Languages: English (Native), French (Fluent)

Interests: Basketball, chess, acoustic guitar, personal fitness, reading, music, movies, stargazing

Work Eligibility: U.S. citizen, eligible to work in the U.S. with no restrictions