

MATTHEW ZIDELL

Master of Data Science Candidate

Los Angeles | 818.926.9826 | mattzidell@gmail.com | www.linkedin.com/in/mattzid

PROFESSIONAL SUMMARY

Highly skilled data science and machine learning professional with expertise in predictive analytics, regression modeling, and customer journey optimization. Adept at developing scalable solutions for media performance analysis, marketing attribution, and advanced forecasting to drive data-driven decision-making for stakeholders.

SKILLS

Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), SQL (CTE, window functions), Excel, Tableau, Domo

EXPERIENCE

Senior Data Analyst | Thryv | Los Angeles, CA July 2025 - Present

- Develop data modelling and reporting for marketing department and various stakeholders

Senior Data Analyst | Neiman Marcus Group | Los Angeles, CA July 2022 - July 2025

- Implemented Media Forecast and Marginal Return models resulting in over 90% forecasting accuracy for over \$130 million-dollar monthly demand across multiple brands.
- Collaborated with stakeholders to deliver scenario planning and spend optimization insights, leading to a 27% more efficient allocation of marketing resources across channels.
- Developed and maintained dynamic performance marketing dashboards tailored to stakeholder needs, increasing visibility into KPIs, uncovering opportunities to improve campaign efficacy and spend impact across paid channels
- Spearheaded automation initiatives in media modeling and marketing, reducing time-to-delivery for reports by 1 business day, also enabling the marketing team to apply updated trends to internal predictions instantly.

Data & Marketing Programs Specialist | FloQast Accounting Software | Los Angeles Jan 2021 – Mar 2022

- Managed the ingestion and integration of inbound marketing leads within Salesforce CRM systems
- Analyzed performance data across key marketing channels, including email outreach, SEM, and lead generation
- Processed and synthesized data from internal and partner marketing events, leveraging quantitative analysis to identify trends, measure ROI, and inform strategic decision-making.

Business Analyst | Launch Consulting | Seattle, WA Feb 2017 – Mar 2018 • Microsoft CDS contract

Associate Analyst | Blackwood Seven | Los Angeles, CA Sep 2016 – Feb 2017 • Clients: Snapchat, Dollar Shave Club

EDUCATION

Master of Data Science

University of California San Diego | San Diego, CA Sep 2024 – Present

- Machine Learning Fundamentals
- Python for Data Science

Bachelor of Science, Economics

University of Oregon | Eugene, OR Sep 2012 – Jun 2016