

# MATT HERBERT

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## ◦ DETAILS ◦

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Portland, Oregon

## ◦ LINKS ◦

[Linkedin](#)

## ◦ SKILLS ◦

PHP  
MySQL  
JavaScript  
CSS  
HTML  
Tableau  
Excel  
Adobe Illustrator  
Adobe Photoshop  
Lightworks (video editor)

## ◦ LANGUAGES ◦

English  
Chinese

## 👤 PROFILE

A dedicated professional with a diverse background of skills and experiences in business development, database design, and entrepreneurship.

## 📁 EMPLOYMENT HISTORY

### Co-Founder at Ohla Mexican Kitchen

September 2021 – January 2022

Taipei, Taiwan

- Head Chef: menu design, ingredient sourcing, and meal presentation
- Managed all marketing activities (social media and print) leading to a consistently high conversion rate (+5%) on delivery apps
- Completed all day-to-day activities from accounting to purchasing
- Engaged in all customer service activities in Chinese

### Project Specialist at Instant NanoBiosensors

March 2020 – September 2021

Taipei, Taiwan

- Worked closely with senior sales leaders to develop better methods to analyze business performance vs. business goals using Tableau
- Managed international joint projects involving logistics, communication, and time-sensitive sample testing
- Collected and recorded data pertinent to project goals for use in marketing and forecasting
- Engaged in international sales, business development, and social media marketing activities
- Managed and set up a joint biobanking system across multiple companies and institutions connected by LIMS

## 🎓 EDUCATION

### Non-Degree, National Taiwan University

2018 -2020

Taipei, Taiwan

2 years of mandarin education leading to advanced proficiency in reading, writing, and speaking.

### B.S. Biochemistry and Molecular Biology, University of California, Santa Cruz 2014 - 2018

Santa Cruz, California

Relevant courses: statistics, physical chemistry, biochemistry, vector calculus

## ★ PROJECTS

### [TheCardanoWatch.com](#)

February 2022

- Developed the site using PHP to fetch records from the MySQL database and run business logic
- Designed a MySQL database with tables for each entity relating to the crypto initial stake pool offering
- Scheduled a recurring cron job to fetch chain metadata from a crypto API to display on front-end
- Created a responsive, detailed layout in HTML and styled with custom CSS