

Matthew Hoyle

Statistics and
Astronomy
Undergraduate
at UIUC

Education

University of Illinois at Urbana-Champaign (UIUC)

Statistics and Astronomy Undergraduate Double Major

Expected Graduation - May 2021

- Cumulative GPA: 3.97
- College of LAS James Scholar

Experience

University of Illinois Student Money Management Center Data Analyst Intern

January 2020 - Present, Champaign, IL

- Analyzed Twitter and Instagram metrics to improve marketing effectiveness for SMMC services & programs
- Created automation program for Twitter data that improved data cleaning efficiency by 600%
- Presented weekly reports that included posting strategy recommendations, statistical findings, model visualizations, and project updates
- Collaborated with content specialists to streamline processes and improve marketing effectiveness

UIUC Department of Statistics

STAT 200 Course Assistant

January 2020 - May 2020, Champaign, IL

- Tutored students on various topics such as study design, probability, hypothesis testing, linear and logistic regression, and non-parametric statistics

UIUC College of LAS

Freshman Honors Orientation Instructor

August 2019 - December 2019, Champaign, IL

- Instructed a class of 17 freshman honors students during a 16-week period over various topics centered around leadership
- Created lesson plans and assignments

Languages

R/RStudio



Intermediate

Python



Competent