Matthew Hoyle

Statistics and Astronomy Undergraduate at UIUC

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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 increased 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