Matt Guan

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Education

Bachelor of Science in Biology, Bachelor of Arts in Economics, Chemistry Minor, May 2015
University of North Carolina at Chapel Hill, Chapel Hill, NC
Cumulative GPA: 3.65
Economics Major GPA: 3.86

Honors: Omnicron Delta Epsilon, Buckley Public Service Scholar, Hayden B. Renwick Academic Achievement Award

Skills Summary

Python	Apache Spark	Apache Hadoop
Apache Hive	SQL	Tableau
R	Git	Excel
SAS	Data Engineering	Predictive Modeling
Management Consulting	Project Management	

Work Experience

Valassis Digital 1/2017-Present
Marketing Scientist

- Set up and perform measurement studies for digital marketing campaigns
- Generate robust post-campaign insights using a variety of data sources (point of sale, panel, demographic, interest etc.)
- Develop python packages to streamline the workflows of the marketing science, and insights data analysis teams
- Build standardized, and dynamically populated tableau templates for use across multiple teams

Mu Sigma 9/2015-1/2017
Analytics Associate

- Work with clients from two Fortune 100 companies to deliver scalable analytics solutions
- Manage and work alongside a team of data scientists in Bangalore to ensure high quality client deliverables
- Involved in the development and validation of two large scale statistical modeling projects
- Perform Ad Hoc analysis, reporting, data mapping, and database QC using SQL, Excel, and R
- Plan and build dashboard visualizations in Tableau and Excel to facilitate insight generation

UNC DHRE 8/2013-5/2015
Resident Advisor

- Managed 32 students living in the Old East residence hall and organized social and educational events for residents.
- Responded to incidents in the community when they arose and managed community inventory

Research Experience

Ko Lab UNC School of Dentistry 7/2012 – 5/2014
Undergraduate Researcher

- Performed MTS assays to quantify osteoblast and stem cell growth on Dr. Ko's biomaterial - GEMOSIL
- Collaborated with a dental school resident to build a model of a Half Maxilla + Braces using Solidworks

Ke Lab UNC Genetic Medicine Building 6/2013-8/2013
Summer Undergraduate Researcher

- Performed docking of PDE5 and DAPE proteins with the Autodock software and analyzed docking results to determine favorable protein binding conformations and elucidate a reasonable binding mechanism.
- Contributed to Paper – "Discovery of 3-(4-hydroxybenzyl)-1-(thiophen-2-yl)chromeno[2,3-c]pyrrol-9(2H)-one as a phosphodiesterase-5 inhibitor and its complex crystal structure"

Breese Lab Bowles Center for Alcohol Studies 7/2012-7/2013
Undergraduate Research Assistant

- Performed immunohistochemistry assays on rat brain tissue to detect the impact of chronic alcohol exposure on c-Fos expression