

# Matt Li

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## Experience

### PriceGrabber.com – Senior Business Analyst

November 2009 – June 2013

Managed all A/B testing initiatives for PriceGrabber.com and its affiliates. Worked directly with product, technology, and marketing teams to identify opportunities for optimization, define key performance indicators, build product requirements, perform user acceptance testing, analyze test results, and present findings and recommendations to company executives in a weekly meeting. Recommendations were made based on the assessment of ROI, user experience, customer feedback, and competitive analysis.

Performed ad-hoc analysis and generated reports to support product, marketing, and sales teams using a myriad of web-analytics tools (Omniture, Cognos, Toad/SQL).

### Oversee.net – Business Analyst

September 2007 – January 2009

The sole business analyst for several online properties (LowFares.com, Low.com, Revenue.net). Spearheaded the first optimization efforts for LowFares.com, presented mortgage related reports to the Low.com team, and provided analytics support to the shared business resources of the sites (SEM, SEO, Finance, Sales, PR).

### Disney ABC Cable Networks Group – Finance Intern

May 2006 – August 2006

Ad Hoc reporting, updating financial models, preparing data for budgets and forecasts.

## Projects

[BasedChef.com](#) (November 2013 – Present) – After studying Ruby on Rails for several months, I built a minimum viable product that connects amateur chefs with users looking to purchase home cooked meals in Los Angeles. Improved bounce rate from 90% to 60% and achieved a 12% signup rate by employing the Lean Startup Methodology.

[LoveMusicProject.com](#) (December 2012 – March 2013) – My coworker and I built a minimum viable product that ranked music fans based on the number of Spotify listens of a particular artist.

## Education

University of Southern California '07 - B.S. Business Administration – Corporate Finance

**Ruby on Rails Tutorial by Michael Hartl** – I invested 3 months to study RoR using this tutorial before creating my own web application ([BasedChef](#)). Topics included setting up a dev environment, MVC framework, test-driven development, registration, authentication, data models and relationships.

**Code Academy** – Completed online courses in HTML/CSS, Javascript, jQuery, APIs, Ruby.

## Skills

Excellent writing and presentation skills. Proficient with Microsoft Word, Excel, and PowerPoint. Comfortable working with a Data Warehouse and writing SQL queries. Familiar with Omniture Site Catalyst, IBM Cognos, Google Analytics. Studied and practiced in the Lean Startup Method. Full stack Ruby on Rails development.

## Activities

[Project by Project](#) (March 2011 – January 2013) – Awareness and fundraising for the Asian Youth Center in San Gabriel Valley.

[Westside Toastmasters](#) (January 2011 – February 2012) – National club for developing public speaking and leadership skills.

[Opportunity Green Conference](#) (2009) – Annual “green business” conference connecting business and social leaders in the space.

## Travel

3-months backpacking in S.E. Asia (Thailand, Vietnam, Cambodia, Laos, Malaysia, Singapore) - 2009

2-weeks in Peru (Inca Trail / Machu Piccu, Lake Titicaca) - 2013

Hiked Half Dome – Yosemite, CA - 2013

Visits or vacations in Shanghai, Hong Kong, Taipei, London, Paris, Luzern, Mayan Riviera, Seoul.