

Matthew Chess

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Education

University of Michigan, History of Art BA, - Graduation June 2013

- Used qualitative and quantitative research to clearly express my-self both written and oral presentations
- Studied 7 semesters of Spanish including traveling to Costa Rica for volunteer work
- Worked as part of a team to develop a galley exhibit of George Bellows for the Toledo Art Museum
- Relevant coursework in Economics, Strategy, Finance, and Statistics

Work Experience

Marketing Intelligence Analyst, Search Optics - June 2013 to Current

- Create prompt monthly reports for clients creating context in data
- Design ad-hoc reports and tests to clearly answer client questions
- Use online tools and APIs to automate reporting
- Troubleshoot analytics' issues cross platform and browser to ensure data quality

Computer Consultant, University of Michigan School of Dentistry - September 2011 to June 2013

- Consulted users on purchases to best match their needs with the correct products for them
- Maintained professional relationships with power-users to insure questions were answered efficiently
- Troubleshooting equipment failures quickly and smoothly through use of a systems approach
- Quickly adapted and learned new technologies to deliver up to date support

Peer Research Instructor, Michigan Research Community - September 2011 to May 2012

- Managed and advised research projects of 12 students, ensuring their academic success
- Identified and reported issues with effective communication to department chair when necessary
- Met weekly with students to discuss project goals and keep students on task and prevent incident
- Instructed students on research methods to increase their productivity

Volunteer Experience

Marketing Intern, Nandahome - May 2012 to November 2012

- Developed online marketing strategy to better customer experience
- Programmed website tracking code to maximize quality of data
- Researched latest online marketing tools and techniques to develop the best branding strategy
- Worked autonomously from home, remaining attentive to email and deadlines to meet expectations