**Matthew Kennedy**

Oxford, MS 38655  
601.927.6831 :: makennedy626@gmail.com

[www.linkedin.com/pub/matthew-kennedy/88/625/42b/en](http://www.linkedin.com/pub/matthew-kennedy/88/625/42b/en)

*To view my portfolio, please visit* [www.matthewjohnsonkennedy.com](http://www.matthewjohnsonkennedy.com)

**PORTFOLIO PROJECTS**

**E-commerce Market Research Capstone Project:**

* Utilizing a variety of Data Science tools and public research tools, the project focused on answering the question, "With competition saturating the e-commerce market, what is the best niche market for a business or entrepreneur to expand into?"
* The result was a solution that exceeds the performance of other niche market research tools, drastically reduces the number of hours and amount of wages spent for market research, and provides a valuable tool for companies of all sizes.

Techniques:

* Data Scraping via Twitter API
* Sentiment Analysis of products via Unsupervised Neural Network to perform Natural Language Processing
* Supervised Neural Network to predict the rise in popularity of a product, back-tested over six months

**Comparison of Different Neural Network Models' Performance on the CIFAR10 Small Image Classification Data Set from Keras**

**Determining the Testing Approach to Answer Various Questions on the European Social Survey Data Set**

**Exploring Natural Language Processing Techniques to Compare Performance on the NLTK project Gutenberg Data Set**

**Comparison of Supervised Learning Models to a Simulated 401(k) Approach:**

* Determining when to buy, sell, long, or short a stock based upon the predictions of supervised learning models.
* Data consisted of historical Apple stock prices from 2012 to 2017.
* Models were compared to a simulated 401(k) approach which bought more stock every two weeks when cash was available.
* Of the six models used, one model performed better, four performed as well as, and one performed worse than the simulated 401(k) approach.

**SKILLS**

Python

SQL

Data Science

Data Analytics

Numpy

SciKit-Learn

Neural Networks

Big Data

Spark

**PROFESSIONAL EXPERIENCE**

**Scrum Master** *2017 – Present*

FNC/CoreLogic, Oxford, MS

* Scrum Master of a fifteen to twenty person team that is responsible for the delivery and maintenance of new features for one of our largest clients.
* Responsible for team's adherence to agile principles.
* Responsible for ensuring the team is on track within the sprint as well as within the grand project road map.

**Business Systems Analyst** *2016 – Present*

FNC/CoreLogic, Oxford, MS

* Responsible for turning customer requirements for specific system solutions into acceptance criteria to be used by the software development team to create customized business applications.
* Maintain close relationship with internal Director of Product Management, Director of User Experience, and Director of Software Architecture.
* Responsible for documentation of internal business processes and procedures as well as standard industry practices.
* Involved in creating innovative processes to improve team performance and efficiency.
* Involved in developing new methods to increase accuracy of team performance tracking.

**Sales Engineer & Project Manager** *2015 – 2016*

Schulz Xtruded Products, Robinsonville, MS

* Oversaw the planning, processing, manufacturing, shipping, and customer communications of approximately one hundred million dollars in products over the course of one year.
* Direct communication with the owner of the Schulz global corporation
* Communicated directly with the Presidents, Vice Presidents, and Project Managers of sister companies as well as customer companies.
* Served as a valuable resource and subject matter expert in presenting to the entire company during quarterly review meetings.
* Played a role in the consultation of client specifications and operational procedures to ensure products were manufactured in accordance to client specifications.

**Co-Founder & Chief Technology Officer** *2013 – 2014*

Summit Brothers LLC, University, MS

* As a full time student, founded and led a company that designed an individually customized ergonomic backpack with an internal frame and suspension system, which successfully eliminated the wearer’s back pain.
* Developed corporate business plan, qualifying for finals in the Gillespie Business Plan Competition.
* Led the team’s research on human kyphosis, thermoplastics, and the mechanics behind the weight distribution system.
* Conceptualized a new method that better measured kyphosis and developed the team’s thermoform process to create a corresponding frame.
* Experience in sales, marketing, and business management while building an extensive network.

**EDUCATION**

**Bachelor of Arts in Physics** *May 2015* **Minors in Chemistry, Mathematics, & Neuroscience***Cum Laude*University of Mississippi, University, MS

*Gillespie Business Plan Competition Finalist*

*Sally McDonnell Barksdale Honors College Student*

*Member, National Society of Collegiate Scholars*

*Founding Member, Ole Miss Student Entrepreneurship Association*

*Member, Sigma Nu Fraternity*

***Thesis Project:****Wind Energy Harvesting Utilizing Biaxially Oriented Piezoelectric Polyvinyledenefluoride Film*

* Designed and conducted an experiment testing wind speed versus power output of PVDF in the low speed wind chamber at the National Center for Physical Acoustics.
* Wrote and successfully defended a thesis for the Sally McDonnell Barksdale Honors College.

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