

# Matthew Scarpato

## SKILLS

- ✓ Business Intelligence
- ✓ Data Analytics
- ✓ Microsoft Excel
- ✓ Documentation
- ✓ Data Visualization Dashboards
- ✓ SQL
- ✓ Business Strategy
- ✓ Leadership

## EXPERIENCE

### **Lotame, Columbia, MD — Sr. Business Intelligence Analyst**

JANUARY 2022 - PRESENT

Create Data Visualization Dashboards in Sisense for C-Level Executives, Data Sales, Finance, Data Operations, and Marketing teams. This sales and supply strategy lead to a 22% International revenue increase

Manage all team efforts on Lotame's Data Partner Salesforce Ticketing Queue for Data Providers, Data Sales, Finance, Marketing, and Auditing needs

Provide weekly and monthly revenue forecasting models to Sales and Corporate with an average of 96% EOM accuracy

Increased analytical capability by adding tables to internal databases for Sisense dashboards, Salesforce tickets, and internal research

Review and approve all external data usage reports so the Billing team can move quickly through the invoice process

### **Lotame, Columbia, MD — Sr. Data Operations Analyst**

MARCH 2017 - JANUARY 2022

Optimized the monthly Data Provider Payout process to increase efficiency by 25% by collaborating with Product and Support teams

Maintain internal database to support Data Provider and Data Sales analysis

Conduct audits with internal and external teams to ensure data quality and integrity which reduced operating costs by \$250k/month

Support Legal and Finance with contracts requiring custom reporting and billing calculations

### **Lotame, Columbia, MD — Data Operations Analyst**

DECEMBER 2015 - 2017

Lead monthly reporting efforts, including usage reporting, payouts, inventory margin, EMEA, APAC, LATAM, and North American reporting

Support data licensing efforts with third-party data providers

Generate revenue trend insights for our Global Sales Team and Data Providers to identify areas of growth for newly entered markets

Create monthly Audience Profile Reports for data partners and buyers to ensure data quality

## EDUCATION

### **Loyola University Maryland, Baltimore, MD — Bachelor of Business Administration, Marketing and Information Systems**

AUGUST 2011 - JUNE 2015

### **Chaminade High School, Mineola, NY — Diploma**

AUGUST 2007 - MAY 2011