



# Matthew Gross

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## Experience

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Authority.org | Remote  
**Lead Content Developer**  
06/2020 - Current

- Data science architect for NLG-powered content websites
- Programmatically creating massive quantities of varied copy with a focus on SEO and maximizing value
- Managing content team and interphasing with engineers and developers for backend data needs and scalability

Texino | Los Angeles, CA  
**Financial Consultant**  
04/2018 - Current

- Conducting market research and financial modeling
- Creating investor facing fund raising documents
- Working with new personnel to streamline finance and accounting processes

Texino | Los Angeles, CA  
**Director of Finance**  
10/2018 - 03/2020

- Advised CEO through key business decisions
- Aided in seed fundraising and raising additional capital with convertible notes
- Financial modeling & market research
- Collected industry trends and pricing through scraping available web data
- Created chart of accounts for internal and external financial reporting
- Prepared books and operating reports for all sectors of the business
- Managed sales team and built incentivized compensation structure
- Priced product and forecasted product costs with detailed labor accounting
- Handled AR/AP, payroll, insurance, taxes and other administrative needs

Inkind Inc. | Remote  
**Consultant**  
02/2019 - 07/2019

- Normalized and reconciled a large backlog of historical stripe and admin data

Pilotworks | Los Angeles, CA  
**Finance Analyst**  
04/2017 - 10/2018

- Built in depth financial models to help secure seed and series A funding
- Met with early stage investors in pitch meetings and board meetings
- Worked closely with expansion team, launching commercial kitchens
- Created, maintained and distributed corporate metrics and dashboards to deliver visibility into business performance using SQL queries and company database
- Worked with product to ensure data feeds were accurate and sufficient for reporting and accounting needs
- Worked closely with sales and marketing to track performance, build bonus compensation, and make marketing budgets
- Produced financial statements each month

## Education

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Wesleyan University | Middletown, CT  
Bachelor of Arts in Economics And Music  
05/2015

## Skills

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- Excel and Google Sheets
- POSTGRESQL
- Quick Books
- AX semantics
- Financial Modeling
- Financial planning and analysis
- Scraping web data
- Data analysis and visualization