Matt Snipes

Data Scientist

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**PROFESSIONAL SUMMARY**

Analytics professional with 10+ years of experience in Data Science & Data Visualization tools with deep statistical methodology knowledge and expertise. Creatively analyzes large – scale datasets to deliver compelling stories that drive profitability for key stakeholders. Builds lasting relationships with new and prospective customers by identifying individual system requirements and recommending optimal solutions through cross – functional collaboration and technical support.

**EXPERTISE**

+ Data Analysis + Organizational Leadership + Time Management

+ Technical Storytelling + Project Management + Data Visualization

+ Audience Engagement + Conflict Resolution + Analytical Thinking

**PROFESSIONAL EXPERIENCE**

**Data Insights Lead – Marketing Automation, IBM ▪** 06/2019 – 05/2023

* Cross – functionally collaborated with marketing, sales, and business operations teams to brainstorm effective processes for optimizing marketing dataflows by discovering critical data points, identifying system requirements, driving automation, and encouraging storytelling.
* Encouraged organizational effectiveness to provide end – users with valuable insight regarding the marketing interaction platform performance for 200 internal employees, increasing audience engagement by 6K+.
* Presented with the Outstanding Innovation Award (OIA) for excellent work on designing and implementing an End – to – End Monitoring Dashboard to ensure seamless operation.
* Led the successful systems migration from the legacy Customer Scoring model to the new Adobe Marketo descriptive scoring model and improved uptime to 99.95%
* Deployed the company’s largest go – live event that secured hundreds of thousands of dollars in savings by sunsetting HCL Unica and implementing Adobe Marketo
* Built performance dashboards with Cognos Analytics to transition from Dundas BI by creating training resources to support an 8 – member team with limited systems experience, and saving the company $110K per year in licensing costs.

**Senior Associate Data Scientist, SAS INSTITUTE ▪** 07/2014 – 11/2017

* Reduced churn by conceptualizing and building a predictive analytics model used to avoid future losses in new customers based on statistics.
* Promoted talent retention by collaborating with the Sales and Human Resources teams to develop effective strategies for reducing employee turnover by analyzing key workforce data.
* Implemented SAS Visual Analytics to promote systems adoption for improved data interpretation across the entire organization to gain powerful insight to empower actions.

**Advanced Business Analytics Representative, EASTMAN CHEMICAL COMPANY ▪** 06/2013 – 06/2014

* Clearly defined prices and discounts to support the sales team by working directly with the sales and pricing teams to develop a Discount Volume Curve dashboard with Tableau.
* Effectively streamlined data and security updates on SQL server to support Tableau server through policy compliance, risk minimization, and problem solving.
* Conducted exhaustive research to creatively innovate new strategies for business results.
* Drove organizational efficiency by strategically analyzing complex data sets to discover emerging trends, uncover patterns, and recommend cost – effective solutions for achieving long – term growth.

**EDUCATION**

**MASTER OF SCIENCE (MS) – ANALYTICS ▪** North Carolina State University

**BACHELOR OF SCIENCE (BS) – APPLIED MATHEMATICS ▪** North Carolina State University

**BACHELOR OF SCIENCE (BS) – STATISTICS ▪** North Carolina State University

**CERTIFICATIONS**

**SAS BASE PROGRAMMER**

**SAS PREDICTIVE MODELER**

**SAS BUSINESS ANALYST**

**IT SKILLS**

**COGNOS, DUNDAS BI, TABLEAU, SQL, SAS ENTERPRISE GUIDE, SAS ENTERPRISE MINER, SAS VISUAL ANALYTICS, SAS**

**MODEL MANAGER, SAS TEXT MINER, SAS CONTEXTUAL ANALYSIS**

**2018 GAP YEAR – NATIONAL PARK ADVANTURE**

* Capitalized on a unique opportunity to embark on a transformative solo journey, covering over 21K miles across 30 states
* Conceptualized, engineered, ventured, and lived in a personally crafted camper van for 12 months
* Pursued my passion for outdoor exploration by hiking over 350 miles through awe-inspiring landscapes including Yellowstone, Glacier, Mount Rainier, Yosemite, Zion, and Grand Canyon National Parks