

# MATTHEW A. BOLAÑOS

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## EDUCATION

**Northwestern University** | Weinberg College of Arts and Sciences

**Evanston, IL**

*Bachelor of Arts in Psychology, Minor in Economics*

*September 2017 - March 2021*

- Major GPA: **3.70/4.00** | Cumulative GPA: **3.38/4.00**
- Relevant Coursework: Object Oriented Programming in Python and C++, Advanced Statistics and Experimental Design, Computer Programming with Python, Statistical Methods in Psychological Research, Econometrics

## RELEVANT EXPERIENCE

**Northwestern University Men's Basketball**

**Evanston, IL**

*Basketball and Sports Performance Analyst*

*August 2020 - March 2021*

- Developed strategic analytical models through Python and SQL to provide insights on team performance
- Wrote code in R to compile team advanced on-off lineup data and shot chart heatmaps
- Analyzed game film with data to present unique findings and inform coaching staff
- Gathered and interpreted biometric data to optimize team athletic performance during off days and practice

**Brooklyn Nets**

**Brooklyn, NY**

*Team Marketing Intern*

*June 2020 - August 2020*

- Audited social media trends among professional sport organizations and high-profile brands to refine team strategy
- Identified marketing tactics across the industry and consolidated in weekly report to supervisors
- Analyzed errors in raw attendance spreadsheets to calculate individual attendance rates
- Organized team photograph database and delivered to team website designers

**Northwestern University Men's Basketball**

**Evanston, IL**

*Undergraduate Manager*

*September 2019 - March 2021*

- Compiled and edit film footage of team practice and games to present to head coaches through Sportscode
- Assisted head coaches execute team practices in an efficient manner
- Worked with individual players who request individual skill sessions outside of allotted practice time
- Recorded individual player game and practice statistics to present to head coaches

**Northwestern University Psychology Department**

**Evanston, IL**

*Research Assistant*

*August 2019 – April 2020*

- Conducted extensive content analysis of ESPN game log archives
- Created spreadsheets of gathered NBA player shooting statistics to investigate “hot hand” fallacy
- Collaborated with professor to administer on-site studies in field of sports psychology
- Authored research paper accepted to Midwestern Psychological Association Conference

## LEADERSHIP

**The Insight Group**

**Evanston, IL**

*Vice President and Director of Brand Marketing*

*May 2018 - October 2019*

- Oversaw the group's marketing and recruitment committees; reported back to president
- Facilitated entirety of marketing for student group on campus that offers professional mentorship in finance
- Led social media campaign that resulted in 200% increase to group size
- Communicated with Kellogg School of Management to seek out potential mentors

**Legarza Sports**

**San Francisco Bay Area, CA**

*Assistant Director*

*June 2018 – August 2018*

- Mentored and coached 80 basketball campers aged 5-12 for 40 hours per week at various local sites
- Led camper programming in coordination with dynamic camp schedule and overseeing director
- Supervised coaching staff to maintain camper engagement and timeliness
- Served as role model to campers and provided guidance

## ADDITIONAL

**Skills:** Python, R, PostgreSQL, R Shiny, JavaScript, HTML5, CSS, Synergy, Sportscode, Tableau, Machine Learning, Git

**Memberships:** Northwestern Club Basketball, The Insight Group