

Matt Gaskey

Web Analytics Specialist, HTML/CSS/Javascript

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*PROFESSIONAL PROFILE

I am an experienced data analyst, having built my knowledge through corpus linguistics in my masters studies, then moving on to web analytics in my current position. I am a keen problem solver and love to take on analytical challenges. I love to dig into web sites and applications to find out how information is processed, and if problems are occurring, how best to fix them.

I have a passion for knowledge and use every opportunity available to learn something new. My current role in web analytics has led to a curiosity to explore web development, and my subsequent foray into HTML5, CSS3 and JavaScript.

* EXPERIENCE

*January 2015 -
Present (2
years 1 month)*

KeepCalling Web Content Specialist

As a Web Content Specialist, my duties are divided into two categories:

Web Analytics - Implementation, maintainance and troubleshooting of the company's analytics systems, mainly using Google Analytics and Google Tag Manager.

Integration with Advertising platforms, both Google and other major thrid-party, creating first-party customer tracking solutions and providing data analysis and support for Advertising departments. Instruction and best practices creation for Analytics and Tag Management systems.

Content Management - Planning, organization, oversight and implementation of all content changes to the company's ecommerce stores (~75 individual sites) and Android/iOS apps. Testing of new functions, services and applications. Responding to Customer Service tickets with actionable solutions and organizing their implementation with Design, PR and IT teams.

*September
2012 -
September
2014 (2 years 1
month)*

ETC Groupe - Media Formation English Instructor

As an English Instructor I gave individual or small group lessons to professionals on a contract basis. My students came from a wide range of backgrounds and professions including Sales, IT, Marketing, Web Design, Product Design, Retail Sales, Communications, Construction, Banking and Finance, Law and Agro- industry.

Main Responsibilities: Auditing student proficiency level Assessing individual needs and designing a course of study suitable to the client

Main Tasks: Course preparation, materials research, course design Implementation of written, spoken, and audiovisual materials targeting student needs

September
2013 - June
2014 (10
months)

Université de Lille 3

Adjunct Professor

As adjunct professor I was charged with teaching five classes per semester for first-year university students enrolled in a language-intensive program. Class sizes averaged 35 students.

Main Responsibilities: Written Expression and Comprehension Oral Expression and Comprehension Grammar

Main Tasks: Adapting semester-long course syllabus to meet the needs of large class sizes Preparing students for standardized end-of-year tests

October 2010 -
May 2012 (1
year 8 months)

Education Nationale

English Assistant

As a teaching assistant, I was responsible for aiding non-native English teachers in the public school system in primary education.

July 2010 -
August 2010 (2
months)

Bechtler Museum of Modern Art

Translator

Translation of a series of French texts into English for a modern art exhibition

September
2007 - May
2009 (1 year 9
months)

Music & Arts

Sales Associate

As a retail sales assistant, I was involved in musical instrument sales and hands-on instrument repair, and was responsible for scheduling, record-keeping and teacher payments for an in-store private lesson program with 600 students.

* EDUCATION

2012 - 2014

Université de Lille 3

Master's Degree, English Linguistics

Creation of an audio corpus of native and non-native English speakers to be analyzed for fluency parameters. Fluency rating in a second language to be derived not only based on second language performance, but in relation to speaking style in native language. Factors related to speed, accuracy, pause-speech ratio and self-corrections normalized across native and second language to provide a round, personalized and fair fluency score for the speaker.

2009 - 2010

University of North Carolina at Charlotte

French Language and Literature

Post-Bachelor coursework in French, Italian and Portuguese.

2001 - 2005

University of North Carolina at Charlotte

Bachelor's Degree, Philosophy, Magna Cum Laude

2016 - 2017

Free Code Camp

Web Development

Guided self-study involving Front End Web Development in HTML, CSS and JavaScript. Activity and project-based study with an emphasis on creating portfolio worthy web pages and applications.

* LANGUAGES

English

(Native or bilingual proficiency),

French

(Full professional proficiency),

Romanian

(Professional working proficiency),

Italian

(Elementary proficiency),

Portuguese

(Elementary proficiency)

* CERTIFICATIONS

August 2016 -
August 2017

Google Analytics Individual Qualification (GAIQ)

Google, Inc.

August 2017 -
February 2017

AdWords Search Certification

Google, Inc.