

Matthew Sessions

Former digital marketing specialist turned software engineer with a passion for creating data-rich systems that help optimize business growth. With over 1500 hours of intensive training in Statistics, Linear Algebra, Predictive Modeling, Natural Language Processing, and Software engineering I am eager to apply these new found skills to modern business applications.

PROJECTS

Citrics — City Data Comparison Application

Created a feature rich NoSQL database comprised of City Data Metrics from a variety of sources. Built a RESTful API on Flask that serves data to web applications. Deployed various predictive models to suggest cities that correspond with user preferences. Deployed the entire production application to AWS using Elastic Beanstalk and Docker.

Site: <https://citrics.io> API Docs: <https://api.citrics.io>

Project Solar — Southeast Asian Solar Forcaster

Created a custom dataset using data from NSRDB, Darksky API, and the Pysolar library. Trained a predictive model to predict the solar output of any given location in the world with 92% accuracy. Deployed the model as an interactive web app.

Site: <https://sea-solar.herokuapp.com/>

Spotirecer — Spotify Song Suggester

Built a multi-endpoint RESTful API on Flask that connects to the Spotify API, collects requested song data, and uses said data in a trained KD-Tree model to predict songs that a users is likely to enjoy. This API currently powers three web applications at Lambda School and has proven to make highly relevant song recommendations.

Site: <https://spotirecer.herokuapp.com/> API Docs: <https://github.com/bw-spotify-oct/ds>

EXPERIENCE

Tronsmart - Shenzhen, China — Brand Analyst

Jun 2018 - PRESENT (Part-time remote work from Aug 2019)

- Studied demographic data (using Python) to determine optimal targets, competitor offerings and tactics for persuasion
- Developed scalable marketing systems to turn offline retail traffic into digital leads
- Created a Facebook Messenger marketing strategy that decreased cost per lead by 65%

Geekbuying - Shenzhen, China — Digital Marketing Analyst

Feb 2018 - PRESENT (Part-time remote work from Aug 2019)

- Built web crawlers that provide insight into our competitor's pricing strategies and product placement
- Created custom competitor reports that drive decisions of product managers, sourcing managers, and the marketing team
- Managed all Facebook marketing campaigns (Buying & Planning)

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EDUCATION

Lambda School – Data Science

Aug 2019 - May 2020

Intensive training in Linear Algebra, Statistics, Natural Language Processing, Machine Learning, Data Engineering, and Cloud Computing.

Beijing Language University – Business Chinese

Aug 2016 - Dec 2017

Passed the CSC exam (The official Chinese Government Language exam for foreigners) and passed HSK 5 (Chinese proficiency exam with six levels).

FOREIGN LANGUAGES

Malay – Fluent
Mandarin (中文) – Proficient
Indonesian – Proficient

Relevant Skills

- Python Programming
- Data Analysis
- Statistics/ Linear Algebra
- Data Engineering
- Machine Learning
- SQL & NoSQL
- Data Pipeline/API Creation
- Amazon Web Services
- Data Exploration and Data Visualization
- Docker