

Matthew C. Rieger

+1 (630) 818-6071

www.matthewcreanrieger.com

matthewcreanrieger@gmail.com

EXPERIENCE

Creator and Developer / Kanji And Kana Master **Global / Aug 2015 - Present**

- Self-taught C# and independently published iOS application that enables players to study Japanese on-the-go
- Wrote custom data analytics scripts to uncover player preferences and design app updates
- Conducted A/B digital ad campaigns and garnered 2,000 downloads within first two years

International Peer Orientation Leader / Miami University **Oxford, OH / Aug 2015 - Jan 2017**

- Integrated over 1,000 international students to Miami University and elements of American university culture
- Tailored communication style to diverse audiences/environments and was hired as a returner for three additional semesters
- Selected by peers to serve as Master of Ceremonies for Miami University's annual Chinese Lunar New Year concert

Consultant / Pilot44 Labs **San Francisco, CA / Aug 2016 - Dec 2016**

- Managed research projects, planned corporate events, and presented for P&G as well as multiple international clients
- Developed corporate partnerships with startups in numerous emerging industries, like fintech, IoT, and AR/VR

Digital Production Intern / The Marketing Store Worldwide **Chicago, IL / May 2016 - Aug 2016**

- Created exploratory test cases, wireframes, and project timelines in both Agile and Waterfall project environments
- Tested, documented, deployed, and maintained the new T-Mobile Tuesdays application

Consulting Capstone Project / Lucky 7 Distillery **Batesville, IN / Sep 2015 – Dec 2015**

- Created a go-to-market strategy, brand strategy, and promotional video for the launch of Blackhorse Bourbon
- After project conclusion, was offered by distillery cofounder to continue working as a digital content creator

RFP Specialist / Computhink, Inc. **Lombard, IL / Jul 2014 - Aug 2014**

- Analyzed government and corporate issued requests for proposal and wrote full-length bids on behalf of Computhink
- Showcased the Altman Summer Scholar Internship program through presentations to Chicago-area startups

UNIVERSITY LEADERSHIP

Project Manager and General Member / Pi Sigma Epsilon **Feb 2013 – May 2017**

- Top national chapter of selective business fraternity focused on the development of marketing and sales abilities
- Developed partnership with Habitat for Humanity and led an on-site Habitat build event
- Developed marketing campaign proposal for Cessna Aircraft Company

Peer Mentor and Two-Time Participant / Startup Weekend **Mar 2014, Oct 2014, Oct 2015**

- Organized the 48-hour bootstrap startup event in 2015 and served as a mentor for student participants
- Founder of Wave 1518 and Project Teddy, which spread internationally to countries including Canada, Peru, and Ecuador
- Co-founder of What The Feed, social media software designed to optimize learning environments

EDUCATION

Miami University / Farmer School Of Business **Oxford, OH / Class of 2017**

- GPA: 3.86
- Double Major: Entrepreneurship, Marketing
- Double Minor: Computer Science, Interactive Media Studies
- Honors and Awards: Magma Cum Laude
Full Academic Merit Scholarship
First Year Select Study Abroad Program
Scholar Leader Living Learning Community
Business Honors Program & University Honors Program