

# Matthew Gershen

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## PORTFOLIO

### Merry-Money (Rails, React/Redux, JavaScript)

[Live Site](#) | [Github](#)

*Stock research and trading app that emulates the UX of Robinhood*

- Leverages IEX API along with Recharts Gem to display dynamic realtime and historical price information
- Designed stock search feature that utilizes debouncing to limit the number of database queries
- Utilizes React to implement components that automatically re-render on change of state and Redux to sync UI components for a seamless user experience

### Skyscraper (JavaScript)

[Live Site](#) | [Github](#)

*Stack blocks to create the highest skyscraper in the city*

- Utilizes JavaScript and HTML5 Canvas to create a game with intuitive UX and smooth movement of game camera and game pieces
- Maintains high scores using Google Firebase

## SKILLS AND TECHNOLOGIES

Rails, Ruby, React, Redux, JavaScript, SQL, CSS3, SASS, HTML5, Git, Postgresql, SQLite, jQuery, Heroku, RSpec

## EXPERIENCE

### Vestorly

*Director of Sales Operations*

Oct 2014 - Apr 2018

- Built reporting models (Excel) from the ground up for sales team performance, business KPI's, forecasting, and marketing optimization
- Managed sales team day to day and built sales operation and process including administration of Salesforce and implementation of sales technologies such as Outreach.io, Gong.io, Clari, Zoom, PandaDoc, Klipfolio, and Guru
- Strategized with senior management based on reporting analysis to expand and evaluate new markets, create hiring plan, and set revenue targets

*Product Manager*

- Collaborated with engineering team to develop release process and procedure as the product matured and scaled
- Prioritized features and bug fixes through weekly release cycles
- Managed remote team of QA Engineers in India to ensure stable product

### Red Ventures

*Operations Analyst*

July 2012 - Sept 2014

- Formulated and analyzed split testing in voice response systems to improve sales performance and overall profitability
- Identified metrics and goals to evaluate new business launches, implemented strategies to improve results and guided growth through analysis and testing
- Analyzed agent and manager performance as well as marketing projections in order to create effective monthly compensation plans for over 130 agents and 20 managers

## EDUCATION

**University of North Carolina at Chapel Hill** - Dec 2011

*BA Philosophy, Entrepreneurship Minor*

**App Academy** - Oct 2018

1000-hour immersive full-stack web development intensive with <3% acceptance rate