Matthew Kim

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❖ Portfolio: mattkim17.github.io

EDUCATION

Northwestern University   **Expected Graduation in Mar. 2022**
B.S. Mechanical Engineering   *Evanston, IL*
- GPA: 3.49/4.0

TECHICAL SKILLS

- **Programming:** Python, PostgreSQL, MATLAB, R, C, C++, NX 10
- **Skills:** Matplotlib, Seaborn, NumPy, Pandas, Machine Learning, Tableau, Sisense, Microsoft Office
- **Languages:** English (Fluent), Korean (Fluent)

WORK EXPERIENCE

Cadent   **Jun. 2021 – Sept. 2021**
Advanced TV: Data Analytics Intern   *NYC, NY*
- Developed and deployed script to automatically execute login processes and manual data extraction, parse JSON files for crucial advertising campaign information, and increase data reliability by consolidating data sources from one platform
- Designed internal benchmarking Sisense dashboard to visualize KPIs and to filter essential data points from selected advertising and media campaigns
- Accomplished beyond the two main projects assigned and had internship offer extended for excellent work efficiency and insightful team collaboration
- Reduced the data analytics team's JIRA backlog by 25% by completing campaign processing tasks

Future's Best (English Teaching Institute)   **Sept. 2016 – Feb. 2017/July. 2019 – Sept. 2019**
Teacher   *Seoul, South Korea*
- Collaborated with teachers to devise math and English curriculums suited for English Second Language students
- Created and implemented a novel dual-class teaching program to accommodate varying math levels across students
- Displayed proficient teaching abilities and demonstrated improvements leading up to a 75% increase in class sizes and more teaching time

RELATED PROJECTS

Twitter Sentiment Analysis – Cyberpunk 2077   **Dec. 2020 – Jan. 2021**
- Scraped, cleaned, and organized over 150,000 tweets and performed sentiment analysis using VADER
- Performed extensive data cleaning and feature engineering on thousands of scrapped tweets
- Visualized the trends on the game's reception, twitter user behavior, and the impact of the game studio's decisions

Northwind: PostgreSQL & Python Data Analysis   **Nov. 2020 – Dec. 2020**
- Applied PostgreSQL to retrieve relevant data from the Northwind (a fictional company) database and carried out further exploratory data analysis using Python
- Created interactive visuals using Tableau to illustrate the company's revenue gains, employee performance, and trends
- Generated a correlation matrix and a Python function that could find potential products to bundle

ACTIVITIES

Scene + Heard, Northwestern Culture and Arts Publication   **Sept. 2018 – Present**
Writer   *Evanston, IL*
- Critically analyze media, publish film/media articles, and closely work with editors to convey information clearly
- Enhance writing and communication skills by writing critique pieces regularly and by cooperating with other writers

White Space Challenge   **Dec. 2019 – Apr. 2020**
Finalist   *Evanston, IL*
- Spearheaded project to design a stylish kitchen aid device to alert users of harmful cooking fumes
- Conducted stakeholder analysis, market research, and competitive benchmarking to create a novel product
- Designed digital prototypes and carried out user testing resulting in recurrent improvements