

Matthew A. Beck, M.S. (Applied Data Science)

Deputy Head of Business Intelligence

385-236-8534 | Washington, D.C. (Willing to Relocate) | mattbeck33@gmail.com | [linkedin.com/in/mattbeckdata/](https://www.linkedin.com/in/mattbeckdata/) | [Portfolio](#)

Global Business Insights Leader | People & Products Connector | Data Analytics Strategist | Data Science Geek

Over Five (5) years of experience in the following areas: business intelligence, data analytics, data science, customer insights, product strategy, product management, project management, research, and legislative data analytics. I'm known for effectively leading people, improving data strategy, and building authentic stakeholder partnerships. I'm highly skilled in using my data visualization and relationship management expertise to design innovative data solutions while managing complex data infrastructure redesign projects. I enjoy Business Intelligence & Data Analytics leadership roles because it allows me to mix my passions in people, products, & data science. My greatest sense of pride comes from seeing my calm-assertive leadership style grow people & company profits.

EDUCATION

M.S., Applied Data Science

Syracuse University

Syracuse, NY | Dec 2020 | GPA 3.9

B.S. Political Science

Brigham Young University

Provo, UT | May 2015 | GPA 3.95

SKILLS

– Leadership & Supervision –

Hiring, Employee Onboarding, Mentoring, Just-in-Time Training, Team Building, Performance Reviews, Strategic Planning, Problem Solving, Delegation, Prioritization, Policy & Procedure Development

– Executive Leadership Engagement –

Public Speaking, Executive Briefings, Data Report Preparation, Strategy Development, Strategic Partnerships, Meeting Mediator

– Business Intelligence & Data Analytics –

Big Data, Business Insights, Data Science, Statistical Data Analysis, Data Visualization, Data Mining, Predictive Analytics, Database Administration, Agile Project Management

– Languages –

German, R, SQL, STATA, Python, XML, Amazon AWS, JSON, Git

– Technologies –

Tableau, Alteryx, Microsoft SQL Server, Apache Superset, Salesforce, JIRA, Docker, Neural Networks, Confluence, WordPress, Zoom, Slack, Adobe, Google Suite

CAREER WINS

2020 | Expanded business metrics & KPIs for multimillion-dollar project by delivering strategy to executive leadership team

2019 | Introduced new Tableau content management solutions & reduced system delays for 2400 users as Server Admin

2017 | Developed admissions strategy for 9 programs that added hundreds to pipeline

2016 | Delivered data analytics for 23 house senate & presidential race campaigns

PROFESSIONAL WORK EXPERIENCE

DATA ANALYTICS | BUSINESS INTELLIGENCE | PERFORMANCE METRICS

- Streamlined business intelligence & performance metric projects for a 4,000-employee technology company.
- Accelerated data analytics capabilities by 75% after automating data warehouse tasks using R and Python.
- Delivered cross-departmental operational & analytical support by serving as Global Tech & Customer Insights Lead to multiple internal stakeholders such as Admissions, Marketing, Operations, & Program Management.
- Generated 30+ performance metrics reports and provided recruitment cycle projection updates to three (3) university partners for seven (7) graduate degree program offerings in New York, Massachusetts, and Texas.
- Accomplishments:** Introduced a python-based Tableau server maintenance program by utilizing Tableau Postgres & REST APIs, improved user content management protocol compliance, & reduced content by 40%.

DATA VISUALIZATION | INFORMATION DESIGN | RESEARCH | LEGISLATION CAMPAIGNS

- Enhanced data blending, transformation & visualization processes through daily operations & maintenance.
- Derived insights from 7 proprietary, large-linked data sets by using advanced data visualization techniques.
- Conducted background research and data analysis activities such as 100 data collection hours and 80 qualitative literature review research hours for two (2) academic professor researchers.
- Exceeded ten (10) political, ten (10) public policy, and three (3) corporate clients' expectations by consistently delivering high-quality technical support for political research and media targeting projects.
- Visualized three (3) California school district vaccination datasets by conducting advanced statistical analyses.
- Accomplishments:** Awarded the Lead Data Analyst role to ensure \$180 Million was optimized for TV advertising projects across 23 campaign races during 2016 U.S. election; *met goal in four (4) months.*

PROJECT MANAGEMENT | PRODUCT STRATEGY | EXECUTIVE LEADERSHIP ENGAGEMENT

- Introduced innovative data science quality assurance solutions by developing several quality control measures to analyze incoming data on company technology platforms (i.e. Salesforce and Tableau).
- Optimized team performance as Team Lead for Machine Learning project by setting clear project goals, assigning task leads, monitoring performance, and making timely model use recommendations.
- Reengineered company customer experience survey strategy by conducting in-depth statistical analyses; as a result, resolved 100+ data integrity issues, as well as reduced survey labor billable hours and survey costs.
- Led 12 product strategy meetings for executive audiences by leveraging facilitation & mediation skills.
- Accomplishments:** Awarded Lead engineer role to project manage the development of innovative data ingestion and visualization processes for 3.5 Billion+ rows of new and existing data; *as a result, ensured execution of proper quality assurance & reporting protocols and achieved 100% compliance in 12 months.*

LEADERSHIP | PEOPLE DEVELOPMENT | MENTORING | TEAM COLLABORATION

- Founded a Tableau Center of Excellence to streamline new & existing employee data training resources.
- Increased staff confidence in implementing Tableau best practices by mentoring 15 junior staff and peers.
- Partnered with 5 University Sales teams to outline & present Salesforce CRM contact strategy redesign plan.
- Accomplishments:** Orchestrated new employee training sessions for 20+ staff and created collaboration opportunities for new hires to develop eight (8) new client data sets and visualizations.

PROFESSIONAL WORK HISTORY

- Business Intelligence Manager** | 2U, Inc. | Lanham, MD | *Mar 2018 – June 2020*
- Business Intelligence Analyst** | 2U, Inc. | Lanham, MD | *Mar 2018 – June 2020*
- Analyst, Customer Insights & Strategy** | 2U, Inc. | Lanham, MD | *June 2017 – May 2018*
- Research Analyst** | Deep Root Analytics | Rosslyn, VA | *Jul 2015 – May 2017*
- Research Assistant** | Brigham Young University | Provo, UT | *Aug 2014 – July 2015*
- Legislative Research & Analytics Intern** | Utah State Legislature | Salt Lake City, UT | *Jan 2012 – Mar 2012*