

# MATTHEW G. JOHNSTON

London | 2 month's notice | <https://matthew-johnston.com/> | 07859023531 | [hello@matthew-johnston.com](mailto:hello@matthew-johnston.com)

## COMPETENCIES

Leader	<ul style="list-style-type: none"><li>- Senior Consultant: Leading numerous projects and <b>managing teams of consultants, data scientists, and data engineers</b> (including on Google Cloud Platform)</li><li>- Chair of UKBC: running the group of 10 volunteers who write biology exams for &gt;30k students annually.</li><li>- Duke of Edinburgh Gold – Expedition Leader</li></ul>
Data Evangelist	<ul style="list-style-type: none"><li>- FMCG data transformation: I ran a team of consultants <b>to implement a novel data strategy for a FMCG</b> to revolutionise marketing to a <b>data-driven model with stakeholder buy-in</b></li><li>- Deep technical understanding: I have the rare blend of business implementation combined with a genuine appreciation of data from a <b>PhD using big data</b> and coding business solutions myself</li></ul>
Analytical and Problem Solving	<ul style="list-style-type: none"><li>- 4-year PhD programme and 3 internships, including international experience at Lausanne, Switzerland</li><li>- <b>designed and performed my own experiments</b>, including all required controls to give biological insight</li><li>- critically assessed colleagues' work in lab meetings and journal clubs</li></ul>
Team player	<ul style="list-style-type: none"><li>- teaching colleagues to write scripts for statistical and image analysis (ImageJ, R)</li><li>- <b>collaborative</b> experimental work, leading to <u>joint first authorship on a PNAS paper</u></li></ul>
Communication (Oral and Written)	<ul style="list-style-type: none"><li>- write succinct reports, presentation and pitch decks for multiple clients</li><li>- selected for multiple international presentations, chosen by line-manager to present in Germany (<b>&gt;95% speaker rating</b> at my most recent conference)</li><li>- lay presentation to A-level students and taught primary children biology for a charity</li><li>- published technical and lay articles (<a href="https://matthew-johnston.com/publications/">https://matthew-johnston.com/publications/</a>)</li></ul>
Coding (R, React, NodeJS, Python, Github)	<ul style="list-style-type: none"><li>- full-stack developer for British Biology Olympiad written in React, NodeJS and PostgreSQL. Built a bespoke exam application, with <b>in-depth live reporting on exam results and uptake</b></li><li>- scientific computing using a HPC cluster in BASH and downstream analysis in Perl and R</li><li>- statistical expert in R leading to several collaborative <u>publications</u></li></ul>

## EXPERIENCE

Jan 2022 – Present	<p>Senior Data Consultant (S2), <i>Artefact</i></p> <p>I currently manage a digital transformation team within an FMCG company, <b>developing and implementing an advanced Audience-segmentation tool</b>, which leverages first party data and <b>machine learning</b>, navigating multiple stakeholders from different business arms and localities, with conflicting agendas. I am planning the strategic vision for 2022, optimising for value creation.</p>
Jul 2021 – Jan 2022	<p>Senior Data Consultant (S1), <i>Artefact</i></p> <p>I led and managed every aspect of a team of 10 consultants to deliver a 5-week project <b>to develop a digital marketing strategy</b> from scratch, being the main point of liaison with the <b>Gaming client</b>.</p> <p>I led the development of a <b>DataStudio dashboard</b> to automatically profile audience segments, <b>outlining key KPIs at a glance</b>.</p>
Oct 2016 – Jan 2021	<p>Rotation PhD, Composition of and interactions at plasmodesmata, <i>Faulkner Group, Crop Genetics, John Innes Centre</i></p> <p>One of five PhD students on the flagship PhD programme designing my own split PhD, including experimental benchwork combined with a large proportion of bioinformatics and statistics.</p>
Oct 2013 – Jul 2016	<p>Class I, Natural Sciences, BA, <i>Christ's College, University of Cambridge</i></p> <p>Rosabel Spencer-Thomas Prize in Natural Sciences (2016)</p> <p>Christ's College Sporting Award (2016)</p> <p>Exhibition Prize (2014)</p>
Sept 2011 – Jul 2013	<p>A* in A2 Biology, Chemistry, Further Mathematics, Mathematics, Physics, <i>The Judd School, Kent</i></p>