

Matthew Hendrickson, DLP

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<http://www.linkedin.com/in/matthewjhendrickson>

## Professional Experience

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### **HelioCampus, Inc.**

Bethesda MD

*Principal Data Analyst*

June 2016 - Present

- Lead, construct, and implement overhaul of Registrar data and KPI reporting
- Manage all data requests related to returning students and academic affairs
- Collaborate with and advise senior leadership on strategic initiatives and policies
- Determine and construct optimal technology and analytics solutions to drive and monitor strategic opportunities
- Facilitate a data-driven approach to decision making

### **Self-Employed**

Bowie MD

*Research & Analytics Consultant*

February 2012 - Present

- Building reporting pipelines and analytics solutions for a major academic publisher
- Coach and mentor doctoral students on research, analytics, and doctoral defense
- Teach statistical interpretation of analytics results

### **Northeastern University**

Boston MA

*Director, Marketing Analytics and Research*

August 2014 - June 2016

*D'Amore-McKim School of Business*

- Established and developed the Marketing Analytics and Research function
- Advanced and scaled data use, ad-hoc analysis, and analytics to inform strategic decision making
- Created efficiencies in marketing efforts through data management, data mining, segmentation, SEO, paid search campaign strategy, and analysis of the marketing and recruitment funnel
- Championed adoption of Marketo and Salesforce within the marketing and sales processes
- Continually tested and improved data collection methods and channels

*Lecturer – Master of Education in Learning Analytics*

April 2016 - July 2016

*College of Professional Studies*

- Developed and taught the new graduate course *Introduction to Data Mining in Education*
- Taught the Cross-Industry Standard Process for Data Mining (CRISP-DM) methodology
- Instructed students on data selection, importing, cleaning, exploration, validation, transformation, modeling, and analysis, as well as evaluation and deployment of models
- Guided students through a hands-on digital portfolio project

*Associate Director - Strategic Enrollment Research*

June 2011 - August 2014

*College of Professional Studies*

- Conceptualized and completed a multi-year customer retention project
- Developed a report suite for senior leadership on retention and budget planning
- Implemented new survey software to centralize and secure the surveying function
- Provided institutional reporting, strategic data analysis, ad-hoc analysis, predictive analytics, data mining, and custom research in line with college goals
- Routinely served and lead institutional improvement committees
- Identified data needs, inconsistencies, and future data collection targets

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## Bentley University

Waltham MA

*Research Analyst & Senior Institutional Research Analyst*

June 2007 - June 2011

- Lead numerous projects to inform both institutional and divisional strategic planning
- Restructured the financial aid packaging process, thereby increasing tuition revenue and creating additional scholarships for students
- Developed and managed the work study program within the office
- Centralized and managed the creation, administration, and analysis of all academic & student surveying
- Served on multiple committees for the betterment of the University

## Education

**Doctorate**, Law and Policy, Northeastern University

Boston MA - 2014

Thesis: The Digital Expectation of Privacy: Recommendations and Compromises to Update Existing Privacy Law

**Master of Arts**, Cognitive and Social Processes, Ball State University

Muncie IN - 2007

**Graduate Certification**, Institutional Research

**Graduate Certification**, Business Essentials for Professionals

**Bachelor of Arts**, Psychology, Music minor, Illinois Wesleyan University

Bloomington IL - 2005

## Professional Engagements

**Invited Keynote Address** *Lighting the Path to Action: Realizing the Power of Storytelling* Mid-America Association for Institutional Research's Annual Conference, November 2013.

**Regular conference speaker and poster presenter**

**White Paper Co-Author** *What's Next and How Will Institutional Researchers Keep Current?*

Association for Institutional Research, Tallahassee, FL, October 2010.

## Memberships & Associations

**Active member of American Marketing Association, National & New England**

2014-2016

**Association for Institutional Research, National & New England Service**

2007-2014

White paper co-author, presenter, reviewer, facilitator

**Boston Area Institutional Research Networking Group**

2011-2016

Founder & Organizer

## Software & Domain Expertise

- Statistical/Programing Packages: Aginity Workbench for Redshift, SQL, R, SPSS, Dedoose, HTML
- Reporting/Automation Software: Tableau, Business Objects, Hyperion Explorer, Marketo, Salesforce
- Survey Software: Qualtrics, Survey Monkey, Campus Labs Baseline
- Google Software: Analytics, AdWords, Tag Manager, Webmaster Tools
- Policy Analysis Areas: Public Policy, Privacy Law, Higher Education Policy, Economic Analysis
- Psychological Theories: Cognitive, Social, Consumer, Industrial/Organizational, Behavioral