

MATT PARKER

DATA SCIENTIST | DATA ANALYST

CONTACT

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SKILLS

- Python (pandas, numpy, plotly, geospatial, sklearn, etc ...)
- R (tidyverse, leaflet, ggplot2, etc ...)
- RShiny web apps
- SQL (PostgreSQL, SQLite), DAX
- Power BI
- Google Suite, Microsoft Office Suite
- Microsoft Dynamics 365
- PatronManager (CRM Software on Salesforce Platform)
- Basic Quickbooks

EDUCATION

Nashville Software School

Data Science Bootcamp

Samford University

B.A. Theatre (concentration in Technical Theatre)
Minor Social Entrepreneurship and Non-Profit Management

LEADERSHIP & VOLUNTEER

The Theatre Bug, (Nashville) Volunteer

Visit Franklin, Committee Member

- All American City Awards 2020
- Winner, All American City and Cultural Entertainment Showcase

Alpha Psi Omega – Tau Lambda Chapter

- President, Treasurer

PROFILE

Business and Data Analytics professional transitioning from a career in Non-Profit Theatre Management. After years of being the analytical mind in a creative field, I look forward to swapping the roles and using my skills as a storyteller to find the narrative in a world of numbers. My greatest drive for success is discovering new ways I can make someone else's life a little (or a lot) easier.

EXPERIENCE

Data Science Apprentice

NASHVILLE SOFTWARE SCHOOL | September 2020 – June 2021

Nine Month intensive introducing students to skills, languages, and storytelling of Data Science through practical application and hands-on projects. Primary technical skills include Python, R, SQL, and Machine Learning. Projects include:

Independent Projects:

- **Capstone (*In Progress*)**: Using NLP and machine learning models, examine user reviews of AirBNB listings in Nashville to determine whether users share a negative sentiment of short-term rentals' increasing push into gentrifying residential neighborhoods. [Github](#)
- **Traffic in Tennessee**: Interactive RShiny app to analyze traffic volumes of Tennessee road systems and help a user determine where infrastructure improvement is most needed. [Github](#), [RShiny App](#)

Selected Team Projects:

- Developed an interactive RShiny app to allow companies to upload and compare employee demographics with Metropolitan Statistical Area demographics pulled from the Census API. [Github](#), [RShiny App](#)
- Using SQL and python, perform large-scale cleaning on a database of the flow of patients from prescribers to hospitals, identifying target markets where a local hospital has its greatest opportunity for growth. [Github](#), [Website](#)

Martech Systems Coordinator

LBMC | April 2021 - Current

Largest Professional Services provider in the state of Tennessee, and an industry leader in accounting and finance, human resources, technology, risk and information security, and wealth advisory services.

- Act as a liaison between business management and internal customers to understand needs, provide training, and collaborate with managers on system and process improvements
- Collect and analyze customer data to detect trends and improve service
- Evaluate ongoing campaigns for ROI, traffic, and other key metrics
- Monitor dedicated CRM Help Desk queue, responding to internal users' issues in a timely manner, maintaining good relationships with users

REFERENCES

References Available on Request

Production & Company Manager

STUDIO TENN THEATRE COMPANY | February 2017 – August 2020

Fast-growing professional regional theatre with a design-focused vision to reinvent classic plays and musicals. Venues include The Factory at Franklin, Ryman Auditorium, Schermerhorn Symphony Center, and TPAC's Jackson Hall.

- Acted as central hub of communication between production and administrative departments.
 - Worked with Accountant to implement and create best practices for digital filing of all company expenditures
 - Utilized PatronManager (Salesforce-based CRM) to maintain accurate records of ~5,000 active patron and donor accounts, run reports, and analyze ticket-buying and donation patterns
 - Oversaw onboarding of all new employees; led weekly staff and production meetings and ensured fulfillment of action items
- Managed production operations for organization with \$1.6 million operating budget
 - Developed production budgets ranging from \$100,000 to \$350,000 and managed expenses to stay within budget for all productions under tenure
 - Expanded responsibilities in general management, including oversight of company insurance policies, utilities, and other business services

Company Coordinator & Artistic Assistant

NASHVILLE REPERTORY THEATRE | December 2014 – February 2017

Established professional regional theatre, with programming geared toward a variety of contemporary and classic plays and musicals. The company's Ingram New Works Project is a nationally-renowned program associated with multiple Pulitzer Prize and Tony Award-winning playwrights.

- Coordinated production operations and managed communication between production departments
- Assisted Director of Ingram New Works (INW) Project:
 - Established a branch of INW dedicated to the development of plays exclusively by Middle Tennessee-based playwrights
 - Production Managed annual New Works Festival of New Plays
- Led recruiting of professional internship program and served as advisor to 25+ interns during tenure.