

MATT CROOK

Full Stack Software Engineer

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About

Previous to becoming a software engineer, I was involved on the technical side of the Music Business for 5 years in roles including project management, data analytics, and development. I am incredibly passionate about what I do, as I get to solve problems every day! I have had the pleasure for the last three years of working on a nationally recognized team for innovation and being on the cutting edge of technology in the Music Business. I am self-motivated, productive, accomplished individual with a dedication to working towards ambitions. As an organized team member, I enjoy working with new people as well as established groups. I am a fast learner when it comes to new tasks with strong analytical, planning, and problem solving skills. For some examples of my work, please visit [Github](#) or my [website](#).

Skills

- JavaScript
- React
- Python
- SQL
- Jest/ React Testing Library
- Power BI/ Power Query
- Git
- Node
- Tableau
- Docker
- Django
- Kubernetes
- Google Cloud Platform
- Hadoop
- CMS/ Headless CMS

Education

Full-Stack Software Developer

Nashville Software School

Bachelor's Degree

Music Business and Business Management

Belmont University

Experience

NASHVILLE SOFTWARE SCHOOL -

FULL STACK DEVELOPER

Full-time immersive Javascript/ Python Bootcamp

2020- Current

Six-month intensive, full-time, hands-on, fast-moving and rigorous study of software engineering. Emphasis is placed on building database driven applications, and working with other students while immersed in new and challenging material.

Highlights Include:

- Computer Science fundamentals, algorithms, operating systems and security
- Test-driven development.
- Implementation of CRUD principles with persistent data storage (API)
- Front end (HTML5, CSS, and Javascript, React)
- Node.js with MongoDB, as well as JavaScript fundamentals leveraging DRY, modular, readable code and reusable components
- Back end (Python, Django and SQL)

PROJECTS

Quantum Coasters

As a roller coaster fan myself, my goal was to build an app for roller coaster enthusiast to track their coaster credits. Quantum also encompasses a thorough, usable, crowd sourced API/ database of roller coaster information and locations, as well as being an interactive application where users can record their credits, see a live leaderboard, and a forum. Please see ReadMe on Github for more details as well as list of technology used.

GitHub Repo - <https://github.com/MattCrook/quantum-front-end-capstone>

Folo React App

Application built to demonstrate expertise in implementing full CRUD functionality. Fōlō (pronounced follow) has features such as login, task tracking, a live chat/ messaging component, ability to add and follow friends, search and save news articles, search events near the user, and perform full CRUD on all of these features. See list of technology used on Github repo below.

GitHub Repo - <https://github.com/MattCrook/Folo-react-app>

Data Analyst - Income Tracking Analytics

Bertelsmann Music Group, Nashville, TN

2016-Current

BMG is a new kind of music company. The mission is clear; to help artists and songwriters make the very most of their songs and recordings in the digital age. That's why BMG's business model, labeled Project Sound, vows to blur the lines between a modern music company, and technology company. As a data analyst at BMG, I gained experience working in a rapidly changing and demanding environment, where my role touched nearly every other department in the company. My responsibilities in redirection, live performance tracking, mechanical tracking, radio tracking, pipeline analysis and forecasting would contribute to over \$5 million dollars recovered annually. In addition, I worked regularly with large data in Hadoop, and later Google Cloud, utilized the underlying platform services and infrastructure with Kubernetes, wrote scripts to fetch data using various API's, and worked directly with our developers to build tools, apps, and automate processes.

- Managed redirection of BMG deals by building a thorough plan to implement with high attention to detail. Increased automation of process, therefore increasing number of notices sent and yearly income received in collections as a result of redirection from an average of \$800k to over \$1.5 million YOY.
- Project Manager for creating Live Performance Tool. Worked with developers from inception to implementation and roll out. Live Performance Tool negated the need to manually input data for set-list registration, pulling necessary info automatically and consolidating it from various sources into a data base in **Hadoop**. This improvement in automation provided a 925% increase from 40 set-lists submitted in 2017, to 410 submitted in 2018.
- Successfully implemented plan to resolve manual data entry and data access issue, by using knowledge of API's to exploit third party services to bypass front end of application to call the SoundExchange API, fetching data using **JSON** to better access song meta data for specific departmental needs.
- Worked regularly with large amounts of data and regularly accessed, manipulated, and extracted data from data base systems like **Hadoop**, using software like **Tableau**, and open-source **SQL** engines like Apache **Hive** and **Impala**.
- Performed radio tracking and analysis for songs that have BMG interest using BMG's radio airplay API and Nielsen driver files.
- Managed projects such as activity requests, projections and business forecasting, as well as client inquiries using **JIRA**.
- Worked closely with creative management on potential deals by performing pipeline analysis to determine value of specific artist, entity, or catalog for advance, purchase, or acquisition.

Business Operations Analyst

Broadcast Music Inc. (BMI), Nashville, TN

2016 - 2016

- Provided assistance to project teams to plan and execute their work and to identify and resolve issues.
- Maintained a working knowledge of BMI data base, systems, programs, policy and procedures, forms, documents and requirements for writers and publishers.
- Sorted out problems for affiliates using online service accounts. Extracted, cleaned, and manipulated large datasets (structured and unstructured) for analysis.
- Developed an in-depth understanding of customer needs and desires through the use of data and survey tools.
- Improved the understanding of the impact of BMI actions on songwriters and related business outcomes.
- Communicated (written and verbal) insights from quantitative analyses to technical and non-technical audiences.

Project Manager

The Holland Group, Nashville, TN

2014-2016

The Holland Group is a global artist management company based in Nashville, TN. As a junior project manager, I facilitated and implemented the needs of the Artist Managers by working to build the brand of artists by using modern ways to connect with fans and grow exposure. Using social media, I created and managed projects, including content, according to the brand of each specific artist and their target audience.

- Responsible for pre-project planning, project kickoff facilitation, creation of project plan, overseeing successful execution of project plan with timely communication to all project stakeholders, optimizing communication through face-to-face discussions, meetings, email, chart preparation and other techniques.
- Collected Soundscan data to create reports based on information gathered to give to management and prepared and project progress/status reports for management review.
- Worked alongside Management team to communicate deadlines effectively, having an understanding of time constraints and deliverables. Coordinated with tour manager, publicist, manager, and PR to effectively create weekly reports on artists to send to label executives in New York City.
- Gained experience with Migration Teams and how to work with various teams.
- Proactively recommend and advocate for solutions to enhance efficiency of processes. Keep all teams informed of project status and proactively communicate any challenges that put a project at risk. Ran and managed social network sites of artists/ built them as a brand with the use of social media.

Volunteer Experience

Music City Code

2019

- The Music City Tech conference is held at Nossi College of Art in Nashville, TN and is a conference that caters to developers and touches on all aspects of software and website development. The Conference is focused on quality over quantity, with three sub-conferences: Music City Code, Music City Agile, and Music City Data. As a volunteer, I was responsible for set-up before the conference and checking guests in, as well as catering to the speakers, making sure they had what they needed for their talks, getting them set up for their talks, as well as any duty necessary to make sure the conference ran as smoothly as possible.

PyTennessee

2020

- PyTn is hosted at Nashville School of Law and is a yearly regional Python conference that is a developer-focused Python conference with talk topics running the gamut between beginner and advanced, and from web development to data science and machine learning. I was responsible for possibly the most important part of the conference--giving the speakers the help they needed and keeping the conference moving smoothly. I participated in helping in set-up, tear down, checking guests in, and moving items as necessary.