

# Mario Mathiss

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## EDUCATION:

### Suffolk University – Sawyer Business School

Boston, MA, USA

Master of Science in Business Analytics

2020 – 2022

- Developed a predictive classification model with 90% accuracy for a marketing campaign – the model can help determine the most important factors to the marketing campaign's ability to attract customers.
- Created predictive regression model with 82% accuracy (r-squared) for property valuation based on property features.
- Used SQL to query and manage databases across industries (healthcare, movies/television, business), helping manage database stored data, and helping managers understand the data through ER models.

Master of Business Administration

- Developed business strategies (website redesign, boosting SEO, and creating customer profiles) for 3D printed home startup LuxMea – enriching their marketing funnel.
- Put together a supply chain assessment and report on window insulator developed at MIT - helped reduce materials cost and establish relationships with suppliers for scaling production.

### Suffolk University – Sawyer Business School

Boston, MA, USA

Bachelor of Science in Business Administration | Marketing

2014 – 2019

- Developed customer surveys using the Qualtrics platform.
- Created customer profiles based on cluster analysis for EverybodyFights gym in Boston.

## EXPERIENCE:

### AtScale, Inc.

Boston, MA, USA

Technical Content Marketing Intern

June 2021 – Aug 2021

- Wrote marketing content aligning current marketing strategy with developments in new products and features – helping drive customer awareness and top & mid-funnel engagement.
- Collected and reported data assessing possible B2B opportunities and gauging the market size.
- Reported website analysis using data from first and third parties – helping quantify metrics through time, and as changes to the website were made.

### Mercari Consultants (Formerly the Boston Executives)

Boston, MA, USA

Account Manager

Sep 2019 – June 2020

- Converted prospects to customers through direct marketing campaigns – generating over \$200,000 in customer revenue for the client (Xfinity/ Comcast).
- Developed and trained new sales representatives on the sales process.
- Managed new customer support for first two weeks of service – ensuring a low churn rate of 10%.

## PROJECTS:

### Bike-share Analysis

- Prepared 30 million rows of data of a bike-sharing business and reported EDA findings from 9 years of data using Tableau and Python. Providing insights on how different types of users use the bike-sharing service.

### Wine Quality Analysis

- Using data from the UCI machine learning repository, created an 88% accurate classification model, predicting wine quality based on physiochemical values of the red and white wines. Tools used: Python, Tableau, Excel.

## ADDITIONAL:

- Google - [Data Analytics Certified](#) (2022) – Using R for data analytics, data visualization, and processing data.
- SAS - Suffolk University - [Academic Specialization in Business Analytics](#) (2022) – Certificate of SAS products for Business Analytics.
- SAS - [Programming Certificate](#) (2021) – SAS programming language.

[GitHub](#) | [Website](#)