

Sara Mattio

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[LinkedIn](#) | [Github](#)

EXPERIENCE

Comcast - Content Strategy & Partnerships

Mar 2023 - Present

Senior Data Analyst

Philadelphia, PA

- Led end-to-end campaign planning, reporting, and analysis for the Audience Direct marketing product, resulting in a \$6M increase in revenue
- Leveraged SQL to extract raw data from complex, disparate datasets and built dashboards in Looker to visualize app and editorial engagement
- Utilized data-driven insights to optimize platform monetization and drive subscriber growth and retention across all Comcast cable/streaming platforms
- Conducted closed loop analysis and campaign attribution by integrating data from multiple databases, effectively measuring ROI on key initiatives
- Presented performance metrics to streaming partners in quarterly business reviews, providing actionable recommendations based on contextualized data and comparisons to peer sets

Amherst Holdings, LLC

Sept 2022-Feb 2023

Lead Data Analyst

Austin, TX

- Supported reporting and data analysis for the Developer organization and Merchant Banking team, ensuring accurate and timely information to drive decision-making
- Streamlined report preparation by automating fair market value calculations, cap rates, and monthly broker price opinion (BPO) forecasting, improving efficiency and reducing errors
- Enhanced understanding of data sources and calculations behind Tableau dashboards prepared for the Acquisitions team, facilitating better insights into property acquisition opportunities

Indeed

Sept 2020-Aug 2022

Senior Location Data Analyst

Austin, TX

- Implemented precise location tagging for jobs in 19 international markets, resulting in a 55% increase in jobs with accurate rooftop coordinates and a notable 5% increase in impressions for jobs with a precise location
- Spearheaded the development of quarterly initiatives and metrics to enhance international market location strategies, providing valuable guidance to the International Business Unit
- Conducted extensive research on international markets to ensure engineering tools were tailored to market nuances, optimizing efficiency and performance
- Leveraged expertise in SQL scripting, collaboration, and subject matter knowledge to successfully deploy changes to the location database, resolving broken search experiences, and monitoring front-end results
- Developed address-extraction tools using GATE to extract pertinent data from job descriptions across 13 international markets.
- Regularly communicated updates and progress on projects to key stakeholders including Location Data, Location Engineering, Product, and the International Business Unit
- Utilized Redash, Tableau, Jupyter notebooks, and Python to build insightful dashboards and perform advanced data analysis

University of Pennsylvania – School of Design*PennPraxis Design Fellow*

May 2020-Sept 2020

Philadelphia, PA

Carbon Sink Site Research, Mapping, and Quantification Project

- Led efforts in data collection and geospatial/statistical analysis of potential carbon sink sites
- Utilized R for data cleanup and manipulation of EPA data, including brownfield and abandoned mine land sites, as well as land cover classification of raster files

City of Philadelphia – Office of Innovation & Technology

July 2017- Jan 2020

GIS Analyst (2017-2018), Lead GIS Analyst (2018-2020)

Philadelphia, PA

- Led the GIS component of the Next Generation 911 (NG911) Project, collaborating with the Pennsylvania Emergency Management Association (PEMA) GIS Working Group to establish project best practices for county GIS practitioners
- Developed and managed the city-wide master address point layer and landmarks layer using the ArcGIS suite, ensuring accurate data for NG911 implementation
- Utilized Microsoft SQL Server to query and analyze Employee Active Directory databases, generating comprehensive reports for clean-up and optimal restructuring of the AD
- Delivered impactful presentations and training sessions on ArcGIS and in-house mapping applications to City staff and community groups
- Provided expert support and developed an enterprise ArcGIS Online training course to enhance understanding and usage of cloud-based GIS programs

City of Phoenix – Public Works Department

2015-2016

Volunteer Coordinator (AmeriCorps)

Phoenix, AZ

- Launched and managed a comprehensive volunteer program for the Public Works Department
- Oversaw the week's events for Compost Week, including coordinating guest speakers, event logistics, and mobilization of volunteers
- Secured a \$5,000 donation to HandsOn Phoenix's Annual Day of Service and managed volunteer duties for over 1,000 volunteers

American Language Center

Jan 2015 - July 2015

English Teacher

Mohammedia, Morocco

- Developed curriculum and taught ESL for beginner through advanced learners

EDUCATION**University of Pennsylvania:** *Master of Urban Spatial Analytics (MUSA)*

Philadelphia - 2019-2021

Oxford Brookes University: *M.Sc., City Planning*

Oxford, UK - 2016-2017

University of Arizona: *B.S., Regional Development*

Tucson, AZ - 2011-2014

SKILLS

R, Python, arcpy, SQL, JavaScript, Leaflet, MapBox, Postgres, Postgis, HTML, CSS, ArcGIS, ArcGIS Pro, GeoDa, CARTO, Microsoft Excel, Word, Powerpoint, Google Sheets, My SQL, Pandas, Geopandas, Tableau, Redash, GitHub, Gitlab, Machine Learning, GATE, RegEx, NLP, Scrapy, Project Management, Public Speaking, French, Spanish, Snowflake, Microsoft SQL Server, Jira, Looker