

MATT MCKIM

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1155 Nordyke Rd. Cincinnati, OH 45255

EDUCATION

The University of Alabama, Tuscaloosa, AL **Manderson Graduate School of Business**

Master of Business Administration:

Business Analytics, May 2011

Cumulative GPA: 3.89

- Graduate Research Assistantship
- Manderson Graduate School Scholarship Recipient

Auburn University at Montgomery, Montgomery, AL

Bachelor of Science in Business Administration:

Information Systems, December 2008

Cumulative GPA: 3.92 Summa Cum Laude

- Omicron Delta Kappa: Vice President
- Beta Gamma Sigma
- Phi Kappa Phi
- Plummer Endowment Scholarship Recipient

EXPERIENCE

dunnhumbyUSA, Cincinnati, OH

March 2014 - Present

Associate Director - Retail Analysis

- Developed internal analytical framework capable of reducing standard coding efforts by approximately 75% to allow analysts to spend more of their time discovering insights and delivering value to clients.
- Lead data science projects focusing on collaborative filtering techniques to design highly personalized recommendation systems which were shown to be 150% more relevant than the baseline approach.
- Mentored the professional development of analysts while scoping and providing resource recommendations for external client projects.

dunnhumbyUSA, Cincinnati, OH

March 2013 - February 2014

Senior Associate - Retail Analysis

- Regularly presented analytical insights and recommendations to Kroger's leadership including monthly KPIs and ad hoc insights that were used to drive strategy and set investment forecasts
- Improved and maintained key customer segmentations including substantial updates to customer value, store type, and digital engagement segmentations.
- Utilized multi-terabyte databases on a broad array of analysis projects to improve customer loyalty and increase retailer sales

dunnhumbyUSA, Cincinnati, OH

October 2012 - February 2013

Senior Associate - Digital Personalization

- Developed targeting methodology for Kroger.com digital coupon pilot using ensemble and model scoring techniques to identify and score customer need states based on RAD criteria (retain, acquire, develop)
- Designed digital cohort selection methodology to allow for A/B testing and long-term benchmarking of digitally engaged customers
- Streamlined daily ETL interface between Linux and Windows environments to allow for data to be published and scored three times as frequently

dunnhumbyUSA, Cincinnati, OH

June 2011 - October 2012

Senior Associate - Data Solutions

- Automated name and address target matching for customized direct mail campaigns resulting in a 400% increase to annual campaign processing capacity
- Updated direct mail print allocation process to allow for more flexible client participation which contributed to a 10% gain in incremental campaign revenue for variably allocated campaigns
- Designed billing and invoice verification system for direct mail and digital marketing campaigns which decreased invoice processing by several weeks and virtually eliminated billing errors
- Delivered 100+ direct mail and digital campaigns to multiple vendors while ensuring data security and client confidentiality were maintained

TECHNICAL SKILLS

Programming Languages: Python, Java, C, C++

Statistical Languages and Tools: SAS, R, Scikit-Learn, Tableau, JMP

Database Systems: Oracle (PL/SQL), Hadoop (Hive, Impala, and Pig)

Linux System Tools: Bash, Vim, Crontab, Git