Matt Hurless

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SUMMARY

Solutions-oriented data scientist who strives to use data analysis, visualization, and machine learning to help clients and companies tell compelling stories using data and understand deeper issues. Bridging the gap between people, products, and teams with a mix of curiosity, empathy, and collaboration.

SKILLS

Python, Pandas, Numpy, Scikit-learn, SQL, Matplotlib, Seaborn, Streamlit, Data Cleaning, Exploratory Data Analysis, Machine Learning, Regression, Classification, NLP, Feature Engineering, Jupyter, Git, Slack, VS Code, Microsoft Office, Zendesk, Salesforce

DATA SCIENCE PROJECTS

Understanding Customer Satisfaction | [GitHub](#)   **02/2023**
- Built a Random Forest classification using real-world data from over 13,000 tickets collected using Zendesk APIs to understand links between ticket metrics and CSAT ratings.

Air Quality and Low Birth Weight | [GitHub](#)   **01/2023**
- Worked with a small team to collect CDC birth and EPA air quality data by county to predict low birth weight based on air quality. A Neural Network achieved a 17-point improvement over the baseline.

Reddit Post Classification | [GitHub](#)   **12/2022**
- Conducted an NLP-based classification project using a Random Forest model to classify posts between two subreddits. Improved 30 points over a baseline accuracy of 52%.

EXPERIENCE

Data Science Fellow, General Assembly, Remote   **11/2022 - 02/2023**
- Completed 480+ hours of expert-led instruction in data science with hands-on learning using common industry tools and technologies while demonstrating applied knowledge of learned concepts through multiple assignments, quizzes, hackathons, labs, and five major projects.
- Gained and reinforced knowledge through individual and team projects in areas such as data cleaning, exploration, visualization, and modeling using machine learning for regression and classification problems with work captured in Jupyter notebooks and GitHub.
- Documented, compiled, and presented results for all projects to non-technical and technical audiences.

Senior Tech Support Manager, BrightSign, Los Gatos, CA   **01/2017 - 09/2022**
- Headed the global team providing support to customers, resellers, and development partners to drive successful installation, configuration, and operation of BrightSign hardware, software, cloud, and enterprise products while maintaining customer satisfaction above 85%.
- Collaborated closely with Product and Engineering teams to influence decision-making by providing metrics through reports and dashboards relating to product concerns, pain points, and common issues, resulting in product improvements and a deeper understanding of the customer base.

Senior Manager, Product Champions, Avid Technology, Bay Area, CA   **12/2014 - 06/2016**
- Led a successful, high-performing team focused on serviceability and readiness for New Product Introductions within the Avid Global Services organization, including Customer Care, Professional Services, and Education through Product Lifecycle Management (PLCM) process supporting data-driven decisions.
- Drove unification of customer experience, support process, registration, and licensing from the end user perspective and aligned back-end system functions, data, and processes.

Senior Manager, Customer Success, Avid Technology, Bay Area, CA   **09/2012 - 12/2014**
- Directed a team of local and remote employees to provide industry-leading, 24x7 phone, email, and field support for Avid's audio software and hardware business, supporting annual revenues of approx. $150MM-$200MM from a customer base ranging from consumers to high-end media enterprises.
- Collaborated with multiple company functions such as Product Management, Engineering, Sales, Marketing, and IT to address customer issues to enable strategic deals and revenue opportunities.

Customer Success Operations Analyst, Avid Technology, Bay Area, CA   **09/2011 - 09/2012**
- Documented and optimized process improvements for complex business functions and deployed improvements—including any underlying back-end business system changes resulting in more efficient processes that were rapidly scaled and deployed to larger teams.
- Worked successfully across global business functions during project implementation and development to expedite work and ensure high-quality functionality was delivered to the business requirements specifications. Led User Acceptance Testing and functional reviews to deliver complex projects with high adoption rates and business satisfaction.

Customer Success Specialist, Avid Technology, Bay Area, CA   **11/2005 - 09/2011**
- Provided high quality, mission-critical technical and operational workflow support for advanced audio hardware, software, consoles, and control surfaces to a diverse customer base ranging from consumers to high-end media enterprises. Average survey score of 3.8/4.0.
- Selected as the technical support lead for multiple products with the responsibility of educating the entire team on new releases and acting as the primary escalation path for issues pertaining to these products after launch.

EDUCATION

Certificate in Data Science, General Assembly, Remote,	11/2022 - 02/2023
Bachelor of Arts in Sound Arts, SAE Expression College, Emeryville, CA	11/2002 - 05/2004
University of Wyoming, General Studies, Laramie, WY	08/2001 - 06/2002