

MATTHEW ALESSI RUFFNER

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EXPERIENCE

Horizon Next – *Manager, Advanced Analytics*; New York, NY

May 2025 – Present

- Lead analytics strategy for multiple client accounts, managing all aspects of model delivery, reporting, and insight generation
- Mentor new hires and oversee direct-report responsibilities, guiding new team members from onboarding through independent model ownership
- Design and build an end-to-end dynamic dashboard using the company's in-house visualization platform, ingesting raw vendor data, automating database integration, and enabling live competitor media strategy tracking for internal and client teams
- Develop and lead team training sessions covering the full modeling lifecycle, streamlining integration and improving model consistency
- Rank as the top contributor in 2025 on an 18-person analytics team, completing the highest number of production PRs and tickets

Horizon Next – *Senior Analyst, Advanced Analytics*; New York, NY

October 2022 – April 2025

- Helped lead an internal bootcamp program training brand teams on the company's predictive and attribution models, improving model adoption and understanding across non-technical teams
- Fully onboarded new clients by architecting end-to-end data pipelines, defining required data inputs and granularity, and integrating raw client data into company databases to support modeling workflows
- Led analytics communication across client and brand teams, improving adoption and operational use of predictive modeling outputs
- Promoted client adoption of the organization's modeling suite with expertise in Marketing Mix Models (MMM), incrementality testing, regression-based analyses, and attribution frameworks
- Co-developed a new TV audience efficiency metric leveraging TV airings data to quantify cross-platform reach (OTT vs. linear, tiers, and stations), assigning dollar-value estimates to incremental audiences
- Represented the company as a guest panelist for Boston University's data science graduates, sharing industry perspectives and professional insights
- Serve as a communication bridge across siloed analytical teams (engineering, digital analytics, product management, and modeling), driving alignment and ensuring smooth cross-team collaboration on complex data projects

Ankura – *Analytics and Data Strategy Associate*; New York, NY

June 2021 – June 2022

- Provided data analysis expertise for high-profile litigation cases as well as various internal projects
- Learned C# and implemented a multithreading process that decreased data load times for half a petabyte of data
- Streamlined manual data conversion by building out a workflow utilizing a combination of Alteryx and SQL scripts
- Generated market research findings for data & technology business development sharing discoveries with CEO
- Converted thousands of bank statement PDFs into a structured transaction dataset using OCR programs and leveraging NLP techniques such as regular expressions and feature extractions
- Assisted colleagues in python programming, participated in corporate recruiting, organized team social events

Vestergaard – *SmartNet Initiative Intern*; Lausanne, Switzerland (remote intern)

November 2020 – May 2021

- Performed data analytics in support of malaria net use optimization effort in Africa
- Cleaned proprietary datasets, created findings reports including data visualizations and analyses then collaborated on interpretation and delivery of results

TECHNICAL SKILLS

Languages: Python, SQL, R, SAS, C#

Machine Learning and Algorithms: TensorFlow, PyTorch, computer vision, time series analysis, NLP, MMM, incrementality testing, MTA, A/B testing, econometric modeling, response modeling

Data & Visualizations: Snowflake, DBT, Airflow, OCR, Tableau, Redshift, Athena

Other Tools: Microsoft Office

TECHNICAL PROJECTS

College Basketball Analytics Research Article

- Quantified college basketball coaching effectiveness across offensive, defensive, and transfer integration dimensions using a decade of player development data, surfacing insights for coaches, players, and programs in the portal era
<https://medium.com/@matthewruffner/college-basketballs-most-valuable-asset-isn-t-money-it-s-the-right-coach-b20d6d6679c>

Business Analytics Capstone

- Collaborated with Dell to standardize specific services to increase efficiency of the team working with clients utilizing NLP to perform text analyses to make recommendations to Dell

Drivendata Competition

- Participated in the Richter's Predictor competition. Developed model, correctly predicted damage grade 75.04% of the time, performed in the top 1.6% of all models <https://shakirahola5.medium.com/richter-predictor-72aaa300b44>

Humana Case Competition

- Created a model, as part of a three-person team, using patient data to accurately predict whether a patient would have a certain medical condition then detailed results writing a 24-page report

Sports Analytics

- Analyzed soccer match event data with Python to identify impact players generating consistent scoring chances and to predict outcomes based on specific build-up play. Visualized results using sklearn library

Astronomical Research

- Studied light reflecting off of interstellar objects, such as interstellar dust, distant from source of emitting light and compiled data to pinpoint object location, contributed to Department Chair research

EDUCATION

The University of Texas at Austin

May 2021

Master of Science, Business Analytics

Coursework: Adv Predictive Modeling, Learning Structures & Time Series, Text Analysis, Data Analytics Programming, Decision Analysis, Financial Management, Cognitive Computing, Supply Chain Analytics, Blockchain, Optimization

University of Wisconsin-Madison

May 2020

Bachelor of Science, Astronomy-Physics

Bachelor of Science, Physics

Certificate, Mathematics

LEADERSHIP EXPERIENCE AND ACTIVITIES

UW Astronomy Club – *Treasurer* (Fall 2019 – Spring 2020)

Fall 2017 – Spring 2020

- Prepared club meetings, arranged for distinguished speakers to speak, managed member funds and coordinated with club advisors to gain funding for events, trips, and food
- Organized outreach events and presented in front of classes to boost club awareness and increase attendance by 15%

HONORS

- Recipient of the Master of Science distinguished scholarship

Summer 2020 – Spring 2021

COMMUNITY INVOLVEMENT

Adaptive Climbing Program Volunteer

May 2026 – Present

- Facilitate rock climbing experiences for individuals with physical disabilities, fostering an inclusive and encouraging environment

ADDITIONAL INFORMATION

Languages: English (Native), French (Fluent)

Interests: Marathon running, basketball, chess, acoustic guitar, personal fitness, reading, music, movies, stargazing, rock climbing

Work Eligibility: U.S. citizen, eligible to work in the U.S. with no restrictions