

# MATTHEW BRENNER

New York, New York | 732-744-4796 | matthewbrenner711@gmail.com

**Education:** Rutgers University - Newark | Bachelor of Arts (BA) | 9/05 – 5/10

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## PROFESSIONAL SUMMARY

Results-driven Business Intelligence professional with over eight years of experience supporting strategic marketing initiatives and future planning. Expert in creating reports and conducting data analyses that drive impactful, revenue-generating business decisions. Proven ability to lead vendor relationships, ensure data quality, and integrate new data feeds for enhanced insights.

## TECHNICAL SKILLS

- **Visualization:** Microsoft Power BI, Tableau, Qlik, Thoughtspot.
- **Data Manipulation:** PostGre SQL, Python (Pandas, NumPy), Excel, Google Workspace.

## PROFESSIONAL EXPERIENCE

### **Sr. Mgr. Business Intelligence | Competitive Insights | Verizon | 3/23 – Present**

- Drives marketing initiatives for the postpaid wireless business by conducting competitive analyses and market research.
- Reduced report creation time by **87%** by creating efficiencies and optimizing workflows.
- Serves as POC for multiple vendor relationships, gathering stakeholder feedback to drive effective insights.
- Designs and delivers reporting to senior leadership and executives to inform strategic direction.
- Facilitates onboarding of new vendor data into internal data warehouses expanding analytical capabilities.

### **Business Intelligence Manager | Consumer Content | Verizon | 2/17 – 3/23**

- Conducted data analytics on deal renewals and negotiations valued at **\$4 billion**.
- Developed a predictive forecasting tool to identify when TV channels fell below contractually obligated viewer percentages, successfully preventing monetary penalties.
- Managed critical reporting that forecasted monetary gains or losses, driving real-time decisions during "down-to-the-wire" deal renewals.
- Improved data accuracy by integrating internal data with vendor models.

### **Content Analyst | Content Team | Thomas Publishing | 7/13 – 2/17**

- Curated, wrote, and published content for the Thomas Publishing website, ensuring high-quality standards.

### **Content Coordinator | MLB Advanced Media | 4/11 – 7/13**

- Edited and facilitated the posting of video content across all MLB, MiLB, and sponsor websites.
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