

# MATTHEW FISHER

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✉ matthew@matthewfisherpdx.com

## Experience

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- 📍 Business Analyst  
Tektronix SSO – Beaverton, OR  
(2022 to present)  
Contact: Nico Alegria,  
Supervisor
- 📍 Senior Valuation Specialist  
Audatex – Milwaukie, OR  
(2015 to 2022)  
Contact: Kristin Russell,  
Supervisor
- 📍 Senior Negotiation Specialist  
FindFAST Real Estate – remote  
(2010 to 2014)  
Contact: Steve Hall,  
CEO
- 📍 Dispute Resolution Analyst  
Wells Fargo - Beaverton, OR  
(June 2006 to June 2010)  
Contact: Chandra Walters  
Supervisor

## Performance & Accomplishments

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- Successful project management, marketing ops support incl. pricing & use of AI tools
- FBS work & developing as problem solving champion; successful kaizen sustainer
- Customer satisfaction & NPS improvements incl. implementation of new QA processes
- Data analytics, advanced Excel, & programming/automation that supported growth in Americas bookings by 6.49% & Service Attach growth of 19+ bps in 2023
- Developed widely used daily visual management & dashboarding for global Attach Rate, service quoting, revenue, web metrics, & program management
- Web, SW, CRM, legacy systems reporting, service ticketing & support incl. Fluke
- Organizational development & team building across business units, OpCos
  
- Top performer in solution delivery & production
- Coordination & business development: project management
- Troubleshoot technical & legal issues around quoting
- Advanced Excel, CRM, DBMS, & other tools
- First contact in market research mentorship & training
- Development of training content, tools, & training systems
  
- Design web pages & advertisements for multiple media outlets
- Prepared/submitted high priority data & reporting
- Negotiate short sales, foreclosure prevention, & facilitate sale of properties
- Increase of sales revenue & business growth recognition
- Direct strategic initiatives/projects to generate leads & revenue
  
- Frequently number one in sales & consistently exceeding performance matrices/KPIs
- Mentor & train representatives in product & financial literacy
- Sensitive data entry & market research

## Skills

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Advanced marketing strategy & data analytics project experience

Primary marketing & UX research skills including use of Qualtrics, Survey Monkey, Customer Voice, & more

Advanced training, organization & mentorship skills from experience with Fortune 500 companies

Advanced proficiency with the Adobe Creative Suite, Microsoft Office Suite & Google Workspace/G Suite (including advanced Excel/Sheets)

Google Analytics & Ads/AdWords certified

Advanced Dynamics CRM experience including RTM & Outbound Marketing

SharePoint, Salesforce, Tableau, Cognos, Miro, Visio, & general SW understanding system flow/logic

User Research, Experience Strategy, Experience Maps, User Journeys, Competitive Analysis, Wireframing, Storyboarding, & Task/Workflows using Miro, Visio, etc.

Fortive Business Systems (FBS) fundamentals and tools knowledge

Oracle Analytics Cloud (OAC), PowerBI development, SQL, HTML, CSS, C++, R, & A+ hardware certified

Excellent written & verbal customer relations skills

Generally knowledgeable in financial QA requirements, retail finance & insurance legal regulatory compliance, GAAP & records management

Advanced software & electrical troubleshooting, prototyping

Intermediate Spanish speaking

Experienced project manager

## Education & Training

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Google UX Design Certificate 2021  
Coursera.org – Portland, OR

Bachelor of Science: Marketing 2018  
School of Business GPA: 3.82  
Portland State University – Portland, OR

Associate of Arts Transfer Degree 2012  
Business Administration  
Mt. Hood Community College - Gresham, OR

## Affiliations

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American Marketing Association (AMA)

Society of Marketing Professional Services

Alpha Kappa Psi Fraternity

Portland State University Marketing & Neuroscience Clubs

Volunteer at Portland Center of Performing Arts, Tualatin Valley Parks & Recreation District, local community gardens, & youth mentor