

# Matthew Sani

Los Angeles, CA | (818) 601-9060 | matt.sani@berkeley.edu

## EDUCATION

### University of California, Berkeley

Expected May 2028

B.A in Economics, B.A. in Data Science (Intended)

SAT: 1570, ACT: 36; GPA: 3.84

- Awards: HBSA Innovation Challenge Bootcamp (1<sup>st</sup> place)
- Relevant Coursework: Intro to Economics, Foundations of Data Science, Topics in Responsible Business, Probability and Mathematical Statistics in Data Science, Linear Algebra, Econometrics (upcoming fall), Microeconomics (upcoming fall)

## WORK & LEADERSHIP EXPERIENCE

### UCLA Visual Machines Group

Los Angeles, CA

Incoming Undergraduate Researcher

Jun 2025 – Present

- Working under Professor Achuta Kadambi to produce a paper on neural networks for disease prediction from medical imaging

### NextGen Consulting

Berkeley, CA

Senior Strategy Consultant (Client: Mercedes-Benz)

Jun 2025 – Present

- Conducted and synthesized 5 core analyses and 10+ competitor benchmarks to boost over-the-air (OTA) revenue by 40% goal
- Proposed 5+ new digital offerings and pricing models, outlining KPIs and operational frameworks for implementation at scale

Strategy Consultant (Client: UNICEF)

Feb 2025 – May 2025

- Spearheaded market and competitor research and interviewed 20+ industry professionals to develop practical recommendations for optimizing Learning Passport's impact, capitalizing on 3 key growth points in LMS space for LP's unique value proposition
- Performed financial diligence and built new internal tiered pricing model, boosting capital efficiency between UNICEF agencies

### The Farmlink Project

Los Angeles/Berkeley, CA

ROOT Fellow

Feb 2023 – Jan 2025

- Identified key bottleneck within CO's Emergency Food Assistance Program (TEFAP) structure and led team of 4 to add 300+ new charity contacts (180 TEFAP eligible) allowing Farmlink to bypass future bottlenecks involving TEFAP-marked donations
- Expanded Farmlink's charity network in NC, GA and FL by 1,000+ organizations in response to hurricanes Helene and Milton
- Conducted outreach and cultivated relationships with farmers, food donors, and recipient organizations (50+ cold calls/week)
- Designed recipe notecard for 1<sup>st</sup> to 3<sup>rd</sup> grade children distributed alongside food assistance to 2,000+ across CO public schools

### Grassroots Democrats HQ

Los Angeles, CA

Fellow, Voter Registration Leader

Jun 2023 – Aug 2024

- Led in-person voter registration events with volunteers at local colleges, high schools resulting in 400+ newly registered voters
- Coordinated virtual phone banks and in-person fundraising events for candidates with 100+ high-ticket attendees; had several notably insightful conversations with supported candidates Eric Swalwell, Tom Suozzi, George Whitesides, and Danica Roem

### Bain & Company Case Competition

Los Angeles, CA

Student Strategy Consultant (Client: Beyond Meat)

Mar 2024 – May 2024

- Part of selective team of classmates working alongside Bain advisors to solve a youth marketing problem faced by a Bain Client
- Cultivated 100+ survey respondents into recommendations on how to boost Gen-Z and high-school-aged customer acquisition
- Spearheaded computational and comparative analysis to back framework adjusting product messaging, positioning and strategy

### Trifecta Finance

Los Angeles, CA

Student Board Member

Apr 2023 – May 2024

- Recruited administrators at low-income schools, family centers to adopt Bank of America-backed financial literacy coursework
- Taught a 10-week curriculum covering budgeting, credit, and investing, to reach 2,000+ underserved students across California

## VOLUNTEERING

### Food Forward

Santa Monica, CA

Glean Team Leader

Mar 2022 – Present

- Led farmers market gleans with volunteers, rescuing 60,000+ lbs of fresh produce, providing 45,000+ meals to those in need

### Student LunchBox

Los Angeles, CA

Grant Writing Assistant

Jun 2022 – Aug 2023

- Played key role in securing a \$250,000 grant, enabling new warehouse and vehicles to facilitate expansion from 5 to 11 colleges
- Designed 20-slide PowerPoint visual proposal with custom graphics and edited written grant proposals to reduce logical errors

## SKILLS, ACTIVITIES & INTERESTS

**Skills:** Python/Java, Illustrator/Premier Pro | **Activities:** NextGen Consulting, Surfrider at Cal

**Interests:** Food insecurity policy, running, skiing, health, whoop devices, lettuce growing, pain au chocolat.