

Pittsburgh Dataworks

Content Marketing Samples

By Matthew J. De Reno

e. Matt.DeReno@ScratchWriting.com | p. (412) 969-1342 | w. PghDataworks.org

As the Pittsburgh Dataworks **Content Marketing Strategist**, I am responsible for creating, managing, and executing the content marketing strategy which includes the duties of social media, content development, PR, event planning, and website management. Pittsburgh Dataworks is a community outreach organization that was founded by IBM to help promote data science in the greater Pittsburgh area.



Figure 1: Created image in Photoshop. Notice the “Techsburgh” text over the river! “#Techsburgh” is my effort to create a hashtag campaign promoting the Pittsburgh technical community (a work in progress – as of Nov. 2015).

Select Social Media



Figure 2: Created "Data Wars" theme to promote the 2016 Pittsburgh Data Jam. The Pittsburgh Data Jam is the signature annual event of Pittsburgh Dataworks. The goal of this graphic is to engage high school students by tapping into the buzz surrounding the Star Wars film, *The Force Awakens*, scheduled for release Dec. 2016. Graphic created in Photoshop.

Pittsburgh Dataworks
Published by Matt DeReno [?] · November 10 at 12:21pm · Pittsburgh, PA · 🌐

We would like to help set a trend in #Pittsburgh... When you have a #technology event, breakthrough, announcement - something IT related rooted in Pittsburgh - please, for the love of Steel Town, use #techsburgh. Is that asking too much? 😊



148 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#) · Hootlet

Figure 3: The “Techsburgh” concept repurposed for a general social media post.



Figure 4: General social media posting to keep participating members of Pittsburgh Dataworks interested in the website and aware of new content on the website.



Figure 5: Example of participating in the big data conversation.



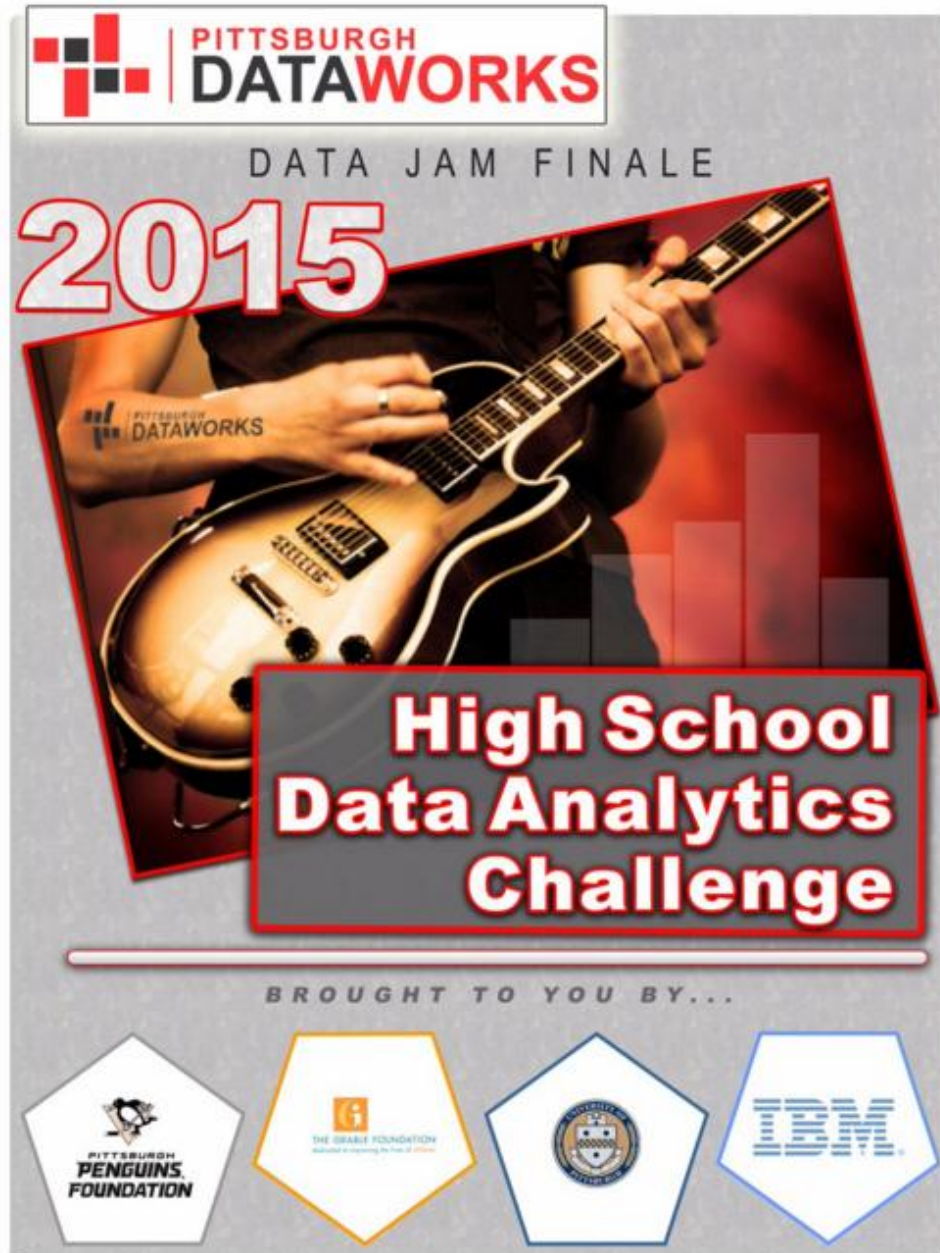
Tweet Activity	
 <p>Pgh Dataworks @PghDataworks Did #bigdata help turn around the #PittsburghPirates? http://bit.ly/1H7XIKK @PGHCityPaper @Sawchik_Trib #LetsGoBucs pic.twitter.com/Wuffbliswe</p>	<p>Impressions 10,813</p> <p>Total engagements 225</p> <p>Media engagements 130</p> <p>Link clicks 47</p> <p>Detail expands 19</p> <p>Retweets 9</p> <p>Likes 8</p> <p>Profile clicks 8</p> <p>Hashtag clicks 3</p> <p>Email shares 1</p>
<p> Reach a bigger audience Get more engagements by promoting this Tweet!</p> <p>Get started</p>	

Figure 6: This posting resulted in the most impressions and engagements for a Pittsburgh Dataworks Twitter posting (as of Nov. 2015). I am a proponent of connecting organizational objectives to popular mainstream topics using social media. In this case, the combination of big data, Pittsburgh, and baseball was a winner!



 Pgh Dataworks @PghDataworks · Apr 28
2015 Spring @PghDataJam finale has arrived! Wish the data jammers luck! #bigdata Learn more at bit.ly/184wgtL

Figure 7: Created graphic to promote the spring 2015 Pittsburgh Data Jam. Notice the Dataworks logo displayed on the arm as a tattoo! The goal of this graphic is to convey important information while also engaging younger high school students.

Writing & Artwork

Below are select samples of content writing. All accompanying artwork created in Photoshop.

Spring 2015 Pittsburgh Data Jam Field Trip: IBM Big Data Lab

By Matt De Reno

As part of the Spring 2015 Pittsburgh Data Jam event, several field trips were organized to take Pittsburgh-area high school students to IT departments at the University of Pittsburgh Medical Center, Management Science Associates, and IBM.



Figure 8: Big Data Career Development: Over a 100 students from Pittsburgh-area high schools, including Avonworth, Bethel Park, The Ellis School, North Allegheny, Springdale, Cornell, and South Fayette, participated in a field trip to University of Pittsburgh Medical Center, Management Science Associates, and IBM in early April 2015 as part of the 2015 Pittsburgh Data Jam program. The goal was for the high school students to learn first-hand what it is like to work in a real big data environment. Images in this posting by Matt De Reno.

This posting contains images from the IBM field trip, where students gained a first-hand glimpse of working in a real world big data environment. Additionally, the students had the valuable opportunity to ask software engineer's questions about IBM Watson, a cognitive big data application being developed at IBM's Pittsburgh Big Data Lab. Subsequent blog postings will include images and summaries from the UPMC and the MSA field trips. Enjoy!

Full Article Available Here

- <http://pghdataworks.org/blog/2015/4/11/pittsburgh-area-high-school-students-learn-about-big-data-and-watson-as-part-of-data-jam-field-trip>

The Pittsburgh Technical Ecosystem: Comparable To A Precious gemstone?

By Matt De Reno



Figure 9: Note the company and organizational names in the gems. My goal was to create a graphic that captured the pedigree of the Pittsburgh technical ecosystem. Image created in Photoshop.

Could it be said that Pittsburgh's technical ecosystem is comparable to a rare and precious gemstone? I believe the answer is crystal clear: Yes.

A technical ecosystem is commonly described as a distributed, adaptive, and open socio-technical system that displays properties of self-organization, scalability, and sustainability. The definition is derived from a comparison to natural ecosystems that support and enable the flourishing of life. Likewise, a technical ecosystem is critical to incubating and launching the great technology companies of today and tomorrow.

Like a precious gemstone that has been exquisitely faceted, the rise of the Pittsburgh technical ecosystem required the skill of many and the passage of time to nurture and support the complex network of interlinked knowledge resources, databases, human experts, and artificial knowledge agents, which collectively support the ecosystem.

The Pittsburgh technical ecosystem was not shaped into a precious jewel overnight. How then did it come to be? Can we coin the reason for its rise to prominence as simply a case of Deus Ex Technologica—god in the technology? The answer, this time, is no.

The critical elements that were the catalyst for the healthy and vibrant technical ecosystem that exists today, are its world class educational institutions.

Diamonds such as Carnegie Mellon University, and the University of Pittsburgh, have shined brilliantly for decades, festooning the intellectual brocades of countless world innovators and industrial titans that proudly hold credentials from either one or both of these institutions.

This precious pair of institutions uniquely positioned Pittsburgh to evolve from its post-industrial malaise of the last century into a new one marked by medical and educational prowess. Both universities comprise the intellectual engine of the Pittsburgh technical ecosystem today. They provide a continuous steam of talent and innovation, which is then transferred, informally or formally, through the ecosystem, fusing with newly emerging and inchoate technology.

Vivisimo was one technology company pressed, shaped, and cut in the Pittsburgh technology ecosystem. Vivisimo was founded in 2000 by three computer science researchers at Carnegie Mellon University and was acquired by IBM in 2012. The search engine technology pioneered by Vivisimo, today lives on as a crown jewel in IBM Watson Explorer, a cloud-based, suite of cognitive computing applications that are helping transform the medical industry.

Many other companies have made similar journeys which began here in Pittsburgh. No doubt numerous other companies are just beginning that journey today.

Ultimately, it is the manner in which rays of light are changed by a gemstone that generates the value of the rock. Similarly, the real value of the Pittsburgh technical ecosystem lies not in the system itself, but in the manner in which it forever changes the companies that pass through it—like rays of light passing through a gemstone.

More Articles?

Please visit my public article portfolio page on my LinkedIn:

- <https://www.linkedin.com/today/author/30399650>

I Feel A Strange Disturbance About To Come To The (Work) Force...

By Matt De Reno



Figure 10: Reduced image size of "Data Wars" web graphic created to promote 2016 Pittsburgh Data Jam.

Do you recognize the logos? Is your kid's high school represented?

If not, no worries. Fear of this Data Jam will keep the other high schools in line, at least until we can recruit them for 2017. However, if you are interested in getting your high school involved in future Data Jam events - and joining our Big Data Galactic Empire, please visit our contact page.

- [Pittsburgh Dataworks contact page](#)

Yes, I suppose I am placing the allegiance of the Pittsburgh Dataworks organization as a whole, as being on that of the "Dark side". Well, I like to call it the "Data side." But, why not? We all know Darth Vader turned out to be a good guy!

Heck, Darth Vader pioneered "wearable technology" - did he not? Plus, he was one of the main organizers behind Disrupt Alderdaan.

If am I not sued by Lucas Films, I promise to continue to provide updates so that you can follow along on the 2016 Pittsburgh Data Jam. So please bookmark our website:

- PghDataworks.org

Linking of which, the official 2016 Pittsburgh Data Jam Project Page can be found here:

- [2016 Pittsburgh Data Jam](#)

The Emperor will be most pleased if you follow and like the Big Data Galactic Empire's official social media accounts:

- [Facebook](#)
- [Twitter](#)

On that note, I must end my transmission. May the Data be with you!

More Graphics and Article Links



Willy Wonka & The Cognitive Big Data Factory

Excerpts

- *For a few minutes then, please indulge my analogy to this story, because if you love information, the power of big data, and the thrill of working with cutting edge information technology, choosing a career in data sciences and big data technology, just might be your golden ticket to a world of pure imagination - and gainful employment for that matter.*
- *Who can take a dataset, sprinkle it with dew... Cover it with chocolate and a content analytic or two.... the dataman can. The dataman can, cause he mixes it with love and makes your data feel good*
- *All that sweet colorful candy is structured data. And, that big flowing river of milk chocolate - why that is the never ending stream of unstructured data. See all those Oompa-Loompas gathering about those white boards, which feature rainbows of colorful sticky notes? They are Software-Engineer-Loompas. Those big colorful candy-sized mushrooms, those are work stations.*

Read Full Article

- <http://pghdataworks.org/blog/2015/3/13/willy-wonka-the-cognitive-big-data-factory>



Data Scientist - What's In A Name?

Excerpts

- *Let's pretend then for a moment that we need to come up with a cool and clever way to advertise a job opening for a data scientist vacancy at a fictional data company - let's call the company, Pittsburgh Data Gizmo.*
- *If I were to come up with a jazzed-up title for a data scientist job opening for our make believe start-up, Pittsburgh Data Gizmo, I believe I would be posting for one position only - a big data archaeologist.*
- *Does this sound like the kind of career you want to have? Is this the kind of important work that you aspire to do? Do not hesitate then to send your relevant career data to Pittsburgh Data Gizmos, Temple of Big Data, c/o The Data Guru.*

Read Full Article

- <http://pghdataworks.org/blog/2015/3/26/indiana-jones-and-the-temple-of-big-data>

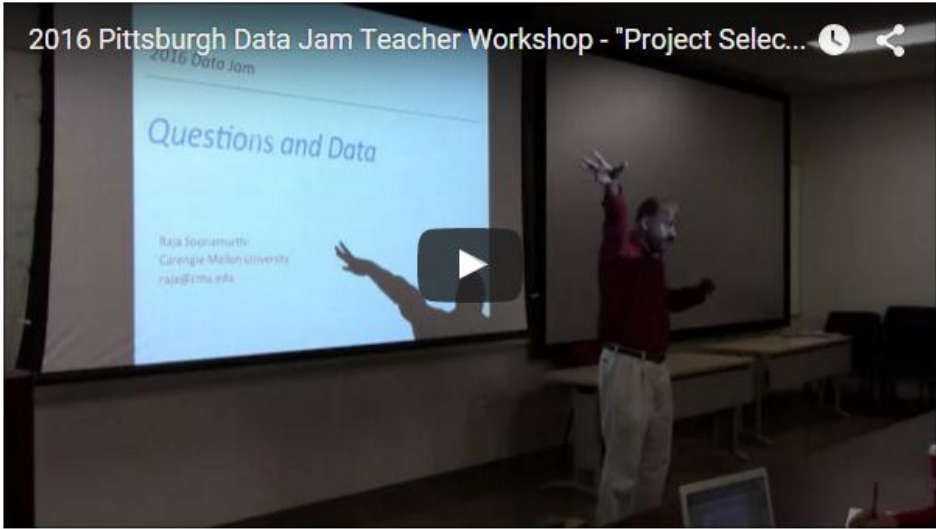
Video

Additionally, I shoot and edit video for Pittsburgh Dataworks and publish those videos to the Pittsburgh Dataworks website. Here is a screen shot of one such video.

**{ VIDEO } PITTSBURGH DATA JAM TEACHERS
WORKSHOP ~ PROJECT SELECTION**

On Friday, Nov. 6, 2015, high school teachers from **2016 Pittsburgh Data Jam participating high schools**, attended a teacher's workshop at the Pittsburgh Supercomputing Center in Pittsburgh's Oakland neighborhood.

In this video, Carnegie Mellon University Professor, and Pittsburgh Data Jam Advisory Committee Member, **Raja Sooriamurthi**, discusses how to go about selecting a project for the 2016 Pittsburgh Data Jam.



2016 Pittsburgh Data Jam Teacher Workshop - "Project Selec..."

"The fourth paradigm of science is data-driven science..."

— Prof. Raja Sooriamurthi
Information Systems Program, Carnegie Mellon University

Figure 11: Screenshot of video blog update on Pittsburgh Dataworks website.

Watch the video on the PghDataworks.org

- <http://pghdataworks.org/blog/2015/11/19/data-jam-teachers-workshop-project-selection-by-prof-raja-sooriamurthi>

Photos

I routinely provide original photography for much of the content I produce. Here are some examples.



Figure 12: Teachers prepare to lead their Data Jam teams as part of the teachers' workshop that took place Friday, Nov. 6, at the Pittsburgh Supercomputing Center. Photo by Matt De Reno



Figure 13: Instructor and teacher sharing knowledge. Photo by Matt De Reno.



Figure 14: In this image, I purposefully left empty space to the right as a canvas space to later add future headings, logos, and other artwork. Photo by Matt De Reno.

Planning & Project Management

Leveraging my technical background, I created an internal project management website based on the Joomla CMS. This fully fledged project management tool uses ProjectFork, an open source, Joomla plugin that extends the functionality of a typical Joomla website by adding collaborative project management features.

I provided this tool because many members of the Pittsburgh Data Jam Advisory committee cannot share tools outside of their respective organizations. Additionally, this tool is used to manage the master editorial calendar for Pittsburgh Dataworks and track various assets that the organization has purchased.

The screenshot shows the 'Administration' section of the Pittsburgh Dataworks Collab website. The main heading is 'Pittsburgh Dataworks Asset Management'. Below the heading, there is a meta-information section indicating the article was written by Matt De Reno, categorized under 'Administration', published on 03 November 2015, and has 73 hits. A brief description states: 'This page provides a list of equipment purchased and owned by Pittsburgh Dataworks.' The core of the page is a table listing various pieces of equipment.

Item	Model - Description	Purchased at	Purchased On	Cost	Support / Warranty Info.	Signed Out By
Video Camera	Canon Vixia Vixia HF R60	Best Buy	11/5/2015	\$249.99		Matt De Reno
Tripod	Platinum Plus by Sunpak 5858D	Best Buy	11/5/2015	\$22.49		Matt De Reno
Media Storage	SanDisk Ultra Plus SDHC UHS-1 Card (32G)	Best Buy	11/5/2016	\$22.99		Matt De Reno
AV bag and storage						
Sound mic	Bower Pro DSLR & Camcorder Microphone	Best Buy	11/5/2016	\$37.49		Matt De Reno
Telephoto Lens	Nikon DX AF-S Nikkor 55-200 mm 1:4-5.6G ED Lens (used)	Premier Imaging (Ross Township, Pa.)				Matt De Reno
External DSLR Flash Unit	Promaster 2500EDF Electronic Flash	Premier Imaging (Ross Township, Pa.)	11/5/2016	\$59.99		Matt De Reno

Below the table, there are two columns of 'Latest Articles' and 'Most Read' links. The footer contains four navigation buttons: 'Mission', 'Contact Us', 'Blog', and 'Big Data', each with a corresponding icon.

Figure 15: Screen capture of Dataworks Collab "Asset Management" Page.

Link to Dataworks Collab website (requires login to access)

- <http://dataworks.scratchwriting.com/index.php/homepage>

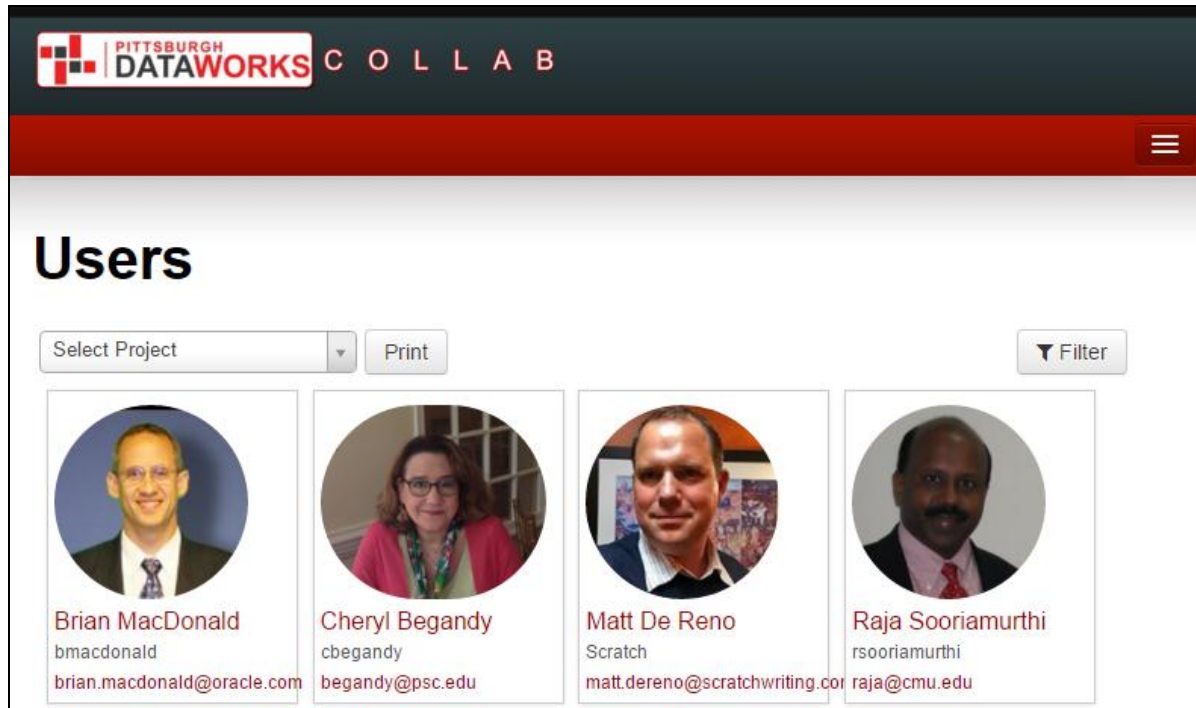


Figure 16: Screen capture of Pittsburgh Dataworks Collab website users (not all pictured).

Endorsements

"I've found Matt to be a rare combination of technical knowledge combined with a strong ability to use social media to truly 'engage' audiences.

That means the difference between simply posting an article on Twitter or Facebook to actually positioning it so people can relate to it and find it interesting enough to take action: like, retweet, favorite. Even for topics related to big data and Watson, Matt has the ability to make unique pop culture connections and references that are popular in social media.

Under Matt's leadership Dataworks' website and social media presence both have seen significant improvement.

Matt has strong skills in a variety of areas going from creating an engaging tweet to writing a detailed blog post to creating and editing videos and graphics. He has done all this and more for Pittsburgh Dataworks.

I am confident he will be a valuable addition to any content marketing team."

-- Saman Haqqi
Program Director, Watson Talent Marketing

Matthew J. De Reno

205 Kinvara Drive | Pittsburgh, Pa. 15237

e. Matt.DeReno@ScratchWriting.com | p. (412) 969-1342 | w. ScratchWriting.com