Anthony J. Ruiz

813.808.0834|Ruiz.anthonyj@gmail.com|Orlando, FL

EDUCATION

Master of Arts – Economics 3.5/4.0   **August 2014 – May 2016**
University of South Florida – Tampa, FL

- **Relevant Coursework:** Econometrics, Forecasting and Time Series Analysis, Statistics I, Statistics II, Microeconomics, Macroeconomics, Mathematics for Economist (Calculus I, II, III)
- Member of Omicron Delta Epsilon International Honor Society for Economics
- **Graduate Teaching Assistant**: Undergraduate Macroeconomics

Bachelor of Science – Business Economics 3.8/4.0   **August 2011 – May 2013**
University of South Florida – Tampa, FL

EXPERIENCE

Senior Analyst – Global Analytics and Insights   **April 2018 - Present**
Electronic Arts
- Support producers working on Madden's live content team with the analysis of in-game player behavior to inform decisions around live-content strategy going forward.
- Ad-hoc analysis on in-game economy to support producing team in the strategy development of Madden 19 economy design.

Analyst – Advanced Analytics   **January 2017 – April 2018**
Darden Restaurants, Inc. – Orlando, FL
- Internal consultant supporting various cross-functional teams (Marketing, Operations, Human Resources and Finance) of all Darden brands with the design, implementation and analysis of various data-driven business initiatives. Project topics include loyalty program customer segmentation for targeted promotions, price elasticity, employee turnover,and fraud detection.
  - Statistical Techniques – ANOVA (A/B testing), linear/logistic regression, decision trees/random forests, difference-in-difference models.
- Designed and implemented an employee fraud detection predictive model which was comprised of many engineered variables based on subject-matter expertise. Model was used by all Darden brands to identify servers who were using the loyalty program fraudulently. $350K if fraudulent transactions were identified resulting in the termination of 100+ front line employees.
- Tableau developer – created automated Tableau dashboards encompassing pertinent KPI's to assess performance of pilot loyalty program. Dashboards were distributed to over 100+ cross functional users.

Revenue Management Analyst – Revenue Management and Analytics   **June 2015 – January 2017**
Walt Disney Parks and Resorts – Orlando, FL
- Designed fixed effects/constant elasticity panel data regression models to determine price elasticities. These models supported Merchandise LOB and generated an incremental $15mm in additional revenue.
- Supported marketing/location planning teams by designing difference-in-difference regression models to understand the impact of in-store marketing programs across Disney property.
- Designed, developed and maintained automated Tableau dashboards which were hosted on Tableau Server and utilized by 80+ cross-functional users.
- Participated as a mentor in Disney's Professional Internship Program.

SKILLS

R, SAS, Tableau, SQL in various RDBMS such as Teradata, Redshift, Apache Hive and Oracle SQL, Github/Bitbucket