***Max Mac Phail***

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**WHERE I’VE BEEN** (Relevant experience)

**Sportradar: Customer Support Analyst: January 2021-Present:** Proving solutions for sports betting clients using a wide range of gaming and information products and services in a partly technical role. Managing support tickets via both Freshdesk and JIRA, while providing award-winning customer support to a global clientele in a 24/7 operation.

**Morton Group Las Vegas: Sommelier/Manager: May 2018-October 2020:** Managing a team of 20 in different roles creating incredible guest experiences in a bustling casino. Ensuring proper inventory levels and ordering of all wine, beer and liquor of a $3.5mm/year operation. Slashing wine costs and adding over 20% in sales growth to wine program.

**RM Seafood/Rx Boiler Room: Manager/On-site IT February 2016-February 2018:** Implementing incremental growth program and increasing check average 25% (about $10 a person) through training and coaching programs. On-boarding and training new employees, while molding them into sales and service experts, reducing turnover 40%. On-site IT; reimaged POS machines after software and hardware failures, saving company 50% on IT costs. Created workflows and systems to allow any MOD to restart critical services during shift, avoiding POS downtime. Administration of POS, including creating groups, maintaining databases and assigning access in an Active Directory styled mangement system.

**Morels Steakhouse and Bistro: Captain/Sommelier, August 2015-February 2016:** At Morels I started as a captain and was quickly promoted to banquet captain, leading many banquets/group dining events the restaurant catering to conventioneers, visitors and local businesses alike. For CES 2016 I was again promoted to Assistant Sommelier to help with maintaining the wine list and inventory while discussing wine options with guests.

**Lively Apparel Company: Co-Founder. April 2014-June 2016:** Launched an apparel company for infants and toddlers. I built a Shopify store from scratch, while also sourcing raw materials and doing marketing for the company. This included light HTML programming and building a Facebook Audience and “like” campaign gaining 500 users over several days.

**Avero Software: Account Associate June 2012-May 2014:** Working with clients consultatively to extrapolate opportunities in their businesses from sales data to increase profitability from 5%-20%, while building relationships and raving fans of a SaaS suite of products. Resolution of helpdesk and support tickets via Salesforce and collaborating with Account Team on building a comprehensive solutions wiki and accompanying workflows. Working with new clients as the final touch of the new client expert creation process. Increased sales through a proprietary mentoring program on average 10%-20% per client.

**WHAT I’VE LEARNED** (Education Qualifications/Certifications)

Bachelor of Science in Entrepreneurial Studies: Fairleigh Dickinson University- College at Florham 2005

Bachelor of Science in Hospitality Administration: University of Nevada: Las Vegas 2012

CompTIA A+ Core 1 and 2: October 19 and 21, 2020