

Data Visualization Analyst Data Visualization Analyst Data Visualization Analyst - Stericycle Glen Ellyn, IL Seeking a position that best utilizes my skillset and expand my knowledge base Work Experience Data Visualization Analyst Stericycle - Northbrook, IL October 2018 to Present Use Alteryx to match prospect leads to database for various lists from vendors such as healthcare group purchasing organizations Identify site penetration white space for better lead optimization Optimize manual processes by making them more automated Conduct sensitive data pulls and conduct analysis for legal purposes Prepare, cleanse, and manipulate data sets for pricing analysis on different customer classes Utilize Tableau to discover insights, adjust dashboards, and create various visualizations Compile competitor information to construct a map to analyze competitor density and service comparisons Mailing and Database Analyst Grand Victoria Casino - Elgin, IL July 2016 to October 2018 Analyze direct mail and email campaigns for maximizing ROI, profitability, incremental revenue Designing and implementing AB and test/control testing Building segmentation based on frequency, average worth, average spend, geographic Running simulations on what if scenarios to right size spend and revenues Allocating spend and revenue to match budget and forecasts Complete month to month mail cycle: Compiling, sending, and proofing data from CRM with SQL Create incentives in the CRM software Assist in planning and creation of monthly marketing campaigns and calendar strategy Assist Director with quarterly presentations, ad hoc requests, ad hoc analysis, and host incentive plan Create and monitor Advertising, Marketing, and Player Development budget Implement database strategy for customer segmentation Monitor and adjust offers for customer segments Database Marketing Administrator Rivers Casino - Des Plaines, IL April 2015 to July 2016 Campaign analysis with emphasis on marketing profit margins Developed rolling 12-month segment analysis tool Data validation Complete month to month mail cycle: Compiling, sending, and proofing data from CRM with SQL Create incentives in the CRM software Assist Database Marketing Manager and Director of Marketing in analyzing effectiveness of programs and promotions by utilizing data mining and pro formas and any other effective methodology Perform ad hoc requests for various departments utilizing SQL and Excel Review monthly P&L and research variances to ensure

accuracy for budgetary purposes    Serve as liaison between marketing and IT on issues related to data mining and database integrity Staff Accountant Accounts Payable Rivers Casino December 2013 to April 2015    Process invoices and work closely with vendors to ensure timely payments Reconcile statements to ensure accuracy of inventory and accounting systems    Assist in month end processes for prepay accounts, accrual entries, and corrective entries    Research variances in various balance sheet and P&L accounts Revenue Auditor Rivers Casino March 2012 to December 2013    Perform daily audits on electronic gaming devices, cage accountability, live games and redemption kiosks.    Review daily work and coordinated coworkers for daily audit completion and tax submission    Report and maintain daily revenues from all outlets. Hotel Data Entry Specialist ALE Solutions - Saint Charles, IL July 2011 to March 2012    Generate invoices for billing    Enter client stay history into Database Education Bachelor of Science in Accountancy in Accountancy Northern Illinois University - DeKalb, IL May 2010 Skills Microsoft access, Microsoft sql server, Sql server, Oracle, Sql

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