ANDY BOWLING

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PROFESSIONAL

PEARL MEDIA LLC   Fairfield, NJ
Project Manager (2015) – Operations Manager (2013-2014) – Tour Manager (2013)   2013-2015
Case Study: Texas On Tour (video: vimeo.com/108246479)

- Winner: Digital Out of Home Award, "Best Travel & Tourism Execution 2014" and Event Technology Award, "Best Touch or Gesture Interactive 2014."
- Managed all scheduling and technology aspects of $1,000,000 experiential advertising campaign that gathered 35,000+ unique user engagements in 15 markets over 60 event days.
- Analyzed all consumer engagement and financial data using Excel and R.

Case Study: jetBlue Vacation Migration (video: vimeo.com/114359273)

- Managed all technology and software development for a 3-night, $125,000 campaign designed to immerse users in a larger-than-life flying experience.
- Led development team to create game that encouraged consumers to "flap their wings" as fast as possible for 30 seconds. The highest scorers each night won 2 flight vouchers to the Caribbean.
- Utilized SQL and Excel to collect consumer data, validate contest entries, and select winners.

Other clients include: H&M, AirBnb, Merrill Lynch, HP, The New York Times, Highmark, Korean Air
Other technology utilized: Unity, iOS, HTML5 and Flash applications, RFID, Arduino, Touch Foil, Optical Imaging and DST Touch Screens, LED Video Wall

TRI-COUNTY PALLET RECYCLING INC.   Akron, OH
Sales and Purchasing Agent (2010-2013) – Machine Operator (2009-2010)   2009-2013

- Led initiative to purchase new fleet of semi trucks. Utilized Excel and R to collect market data and create data visualizations for use by upper management. Discoveries lead to thousands of dollars in per truck savings.
- Purchased over $100,000 of job critical supplies per quarter.
- Managed projects and sales efforts for clients including Coca Cola, Nestle, and Scotts.
- Conducted in-person meetings with over 200 potential clients.

EDUCATION

OHIO UNIVERSITY   Athens, OH
Bachelor of Science in Mathematical Statistics   June 2012
Bachelor of Arts in Psychology   June 2012

BARUCH COLLEGE   New York, NY
Certificate - C++ Programming for Financial Engineering   May 2012

TECHNICAL