

Jack Doehrman

(317) 671-0581 | jackdoehrman@gmail.com | Houston, TX

Experience

Houston Dynamo FC | Houston, TX

Business Intelligence and Strategy Analyst / CRM Admin | 10/2023 - Present

- Managed the Salesforce environment for ticketing and sponsorship operations, ensuring optimal performance and user satisfaction.
- Developed a multitude of dashboards analyzing ticket distribution and pacing, event attendance and suite utilization, FSE sales and membership renewals, and post-game surveys.
- Proposed and led the creation of a season ticket member scoring system to track a member's engagement and communications with the team.
- Propose and initiate the creation of an RFM scoring model that will analyze our buyers' activity and be used to prioritize the most likely accounts to repurchase tickets.
- Developed the ticketing analysis of stadium seating to chart and propose a renovation for premium hospitality seating and to increase revenue, attendance, and stadium likeness.

Pacers Sports and Entertainment | Indianapolis, IN

Data Intelligence Intern | 09/2022 - 05/2023

- Cleaned and transformed raw data from various integrations, ensuring seamless data flow and accessibility within the data lakehouse.
- Developed prototype data models for PS&E's previous e-commerce platform, leading to the merging of the legacy asset's data with the company's current e-commerce data.
- Designed and developed a social media performance dashboard employed by all digital media departments under PS&E that provides an executive-level snapshot of all accounts and platforms utilized by the company.
- Developed the dashboard and reporting for the PS&E's part-time employee survey, utilized by the HR department to collect feedback from staff, gauge overall performance success, and identify weak points in operations.
- Developed the dashboard for the game-day survey employed by the Fort Wayne Mad Ants, granting them first-party support from the central data team and helping them measure the overall success of their events.

Certificates

Salesforce Certified Administrator (SCA)

Skills

Salesforce, SQL (MySQL, SQL Lite), CRM Management, Database Management, Tableau / Power BI, Excel, API Integration, Salesforce Marketing Cloud, Python (NumPy, Matplotlib, Pandas), SeatGeek Unify, Survey Design

Education

Indiana University – Bloomington | Bloomington

M.S. Information Science | 05/2023

- 4.0 GPA
- Served as Graduate Resident Advisor for the IU Evans Scholars Scholarship House and executive board, providing strong guidance, conflict resolution, decision-making, and leadership ability.

Indiana University – Bloomington | Bloomington

B.S. Informatics | 03/2022

- 3.9 GPA
- Earned the Western Golf Association's Chick Evans Scholarship, providing a 4-year full tuition and housing scholarship valued at around \$125,000.
- Earned the Founders Scholar award each spring semester, awarded to undergraduates who have a cumulative grade point average of 3.8 or higher.
- Earned a spot on the Dean's List each spring semester, awarded to undergraduates who have a cumulative grade point average of 3.7 or higher.