

# Jack Doehrman

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

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## Experience

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### 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.
- Analyzed wait times and staffing costs to model ROI for upgraded security systems. Produced revenue estimates and staffing reduction strategies.
- 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

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Salesforce Certified Administrator (SCA)

## Skills

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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

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### 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.