**EXPERIENCE**



**Caesars Entertainment:**

***Sr Manager Property Analytics and Reporting – Indianapolis Market Jan 2020 - Present***

* Extensive experience working with large datasets across multiple domains including internal customer data, consumer survey results, external customer sentiment, market share, financial, and 3rd party analytics, then presenting simple and actionable data-based recommendations to executives.
* Act as the point of contact for all property analytics questions, partnering with the relevant business leaders, working to provide solutions, and then presenting that information to senior leadership
* Built and work to continuously improve complex revenue and expense models to project property financial performance as well as identify outliers, research issues, and provide recommendations.
* Mine complex data using tools such as SQL, Tableau, Python, and Excel into actionable insights.
* Complete models and submit capital project justification proposals for multiple projects including casino expansion, track enhancements, and F&B renovations presented to company Board of Directors.
* Extensive development and delivery of presentations used to provide meaningful insights into financial performance as well as wide spectrum of ad hoc analysis for property executives.
* Responsible for project management, coordination, building and publication of annual budget process for all departments across two Caesars Entertainment properties with over $500M in annual revenue.

***Director of Business and Process Improvement* *July 2018 – Dec 2019***

* Led lean initiative roll-out to define and communicate the vision for process improvement at newly acquired properties where program did not prior exist.
* Worked as analytical thought process advocate by introducing lean methodology and analytical structure to decision making process (DMAIC, IPO, FMEA, Swimlane, FTA).
* Analyzed quantitative/qualitative data with Customer Service Manager identifying opportunities to improve guest experience resulting in Top 3 Service Improvement for company 3 of 4 quarters in 2019.
* Provided project management and strategic direction to drive continuous improvement across multiple departments completing projects resulting in over $1M in annual incremental profit.
* Created and maintained log to prioritize all property projects based on mutually agreed upon metrics.
* Worked with property leaders to create departmental Visual Management boards focused on increasing communication among teams and tracking KPIs.
* Provided strategic direction, mentorship, and indirectly supervised Green & Yellow Belt candidates.

***Director of Marketing Analytics and Decision Support* *Oct 2014 – July 2018***

* Extensive experience in support of marketing strategies through direct marketing, market segmentation, customer valuation, predictive modeling, journey mapping, and calendar planning.
* Driver of information on market share, customer behavior, and marketing insights for Regional CMO
* Engineered marketing expense reductions of over $9M in annual expense for region while increasing marketing efficiency and maintaining market share.
* Directly supervised team of 12 analysts responsible for decision support across multiple properties.
* Successful track record of employee promotions including promotion of 5 Managers and 8 Sr Analysts.
* Reviewed and evaluated team output, disseminated best practices, and provided feedback.
* Aided in the roll-out of 3rd party software to enhance team analytical testing capabilities and early adaptor of mobile device geolocation data into our analytics.
* Developed and maintained relationships with multiple executive clients as trusted source of information
* Worked with Advanced Analytics team to implement and monitor results of statistical and predicative models to improve viability.

***Marketing Decision Support Manager* *Sep 2011 – Oct 2014***

* Interpreted post-analysis results and recommended changes to marketing strategy, partnering with marketing leaders to build more effective campaigns.
* Led team to prepare statistical analysis, identify trends in both guest behavior and market dynamics, and integrate data into recommendations that aligned with overall marketing objectives.
* Regularly recommended, analyzed, and set-up guest behavior (A/B control) test models to ensure statistical valid results and effectively inform marketing strategy
* Coordinated with multiple teams in various geographic locations to successfully manage both strategic and tactical recommendations and implementations (analytics, direct mail, and marketing teams).
* Allocated analytical resources and prioritized projects to balance support across multiple clients.
* Compiled large datasets leveraging multiple tools (Excel, Access, SQL) into actionable intelligence.

***Regional Marketing Analysis Manager* *Mar 2011 – Sep 2011***

* Provided strategic insights, managed on-site marketing analysis support, and communicated conclusions and recommendations to property executives for five properties.
* Coordinated with Direct Mail to ensure tests produced statistically significant and valid results.
* Analyzed reports and conducted analysis to formulate insights into marketing performance, customer behaviors, and the DM programs impacting customer behaviors.

***Regional Marketing Senior Analyst* *Mar 2010 – Mar 2011***

***Property Senior Marketing Analyst* *Mar 2008 – Mar 2010***

***Property Marketing Analyst* *Mar 2007 – Mar 2008***

**TECHNOLOGY SKILLS SAMPLE PROJECT ACCOMBLISMENTS**



* Python, Jupyter, API usage
* SQL / SQL Server
* SAS
* Oracle Essbase
* Google BiqQuery
* Google Analytics
* PowerBI
* Office Suite, VBA
* Tableau
* Avero
* InMoment
* **FTE Dashboard**: Created dashboard to track labor efficiency resulting in improvement from last to best in region
* **Daily Managerial Report Creation**: Aided in the creation and roll-out of daily EBITDA reporting for two properties
* **Labor Productivity Dashboard:** Improved labor expense 400bps to baseline after introduction by aligning labor with demand
* **Buffet Price Elasticity Modeling:** After implementation of study results monthly profit increased by 50%
* **Slot Team Schedule Optimization:** Decreased customer wait time 35% without extra labor through optimized schedules
* **New Hire Tracking:** Improved tracking during hiring of 400+ employees during expansion to ensure we hit opening targets.
* **F&B Outlet Hours of Operations:** Increased profit by 150% monthly by optimizing open hours with customer demand.

**EDUCATION**



**Kelley School of Business, Indiana University,** Bloomington, IN

**Master of Business Administration**, concentration in Marketing

Member of Faculty Selected:*Kelley MBA Sports & Entertainment Academy*

Graduate Research Assistant: *Customer Service Profit Model*

**Bachelor of Science**, majors in Management and Marketing