

Skyler Rivera

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Objective

Seeking new challenges to develop skills in web/software development, digital marketing, and client success. Currently enrolled in courses for Javascript, HTML/CSS, and C#.

Work Experience

Ticket Alternative/Freshtix | Atlanta, GA – Client Success Manager, *Freshtix*

October 2018 to Present

- Provided industry-best service to 60+ Freshtix clients through weekly phone calls, face-to-face meetings, and working on-site at events
- Organized staffing, support, and logistics for multiple events throughout the year exceeding 15,000 attendees
- Utilized Zendesk to track client/customer correspondence, update help articles and solve issues with efficiency

Ticket Alternative/Freshtix | Atlanta, GA – Client Success Manager, *Ticket Alternative* **October 2017 to October 2018**

- Built out events, seasons and accounting parameters for clients ranging from small 300 capacity venues to amphitheaters and stadiums in Paciolan Ticketing Software
- Proactively looked for solutions to simplify and improve efficiency of 15-20 major client's processes
- Trained clients to be self-sufficient within ticketing system and CRM

Miami Marlins | Miami, FL – Intern, CRM & Data Analytics

July 2017 to October 2017

- Created queries in Oracle SQL to analyze ticket sales, marketing campaigns, and clean data
- Filled gaps in marketing reporting by conducting relational database analysis on marketing email campaigns detailing fan engagement, direct sales, and unsubscribe rates

Minnesota United FC | Golden Valley, MN – Ticket Operations & Analytics Coordinator

June 2015 to July 2017

- Utilized custom reporting templates via report platform and Microsoft Excel for tracking of daily single game sales, weekly/overall season ticket sales, and execution and analysis reports for all ongoing lead campaigns
- Managed box office team of 14-16 window tellers at TCF Bank stadium maximizing walk-up revenue and acting as first line of support for all issues
- Generated new data mining systems using Microsoft Excel and Virtual Basic Coding to increase leads generated per hour by ~1000% and grow patron database to 100,000+ (responsible for 20% of patron records)

Education

Bachelor of Science in Sports Management

May 2015

- University of Florida, Gainesville, FL
- Minor in Business Administration

Relevant Skills and Proficiencies

- Zendesk - SQL - JavaScript - C# - HTML/CSS - Cheetah Digital Marketing Software - Microsoft Excel, Word, PowerPoint - Ticketmaster's Archtics and Host - Spectra Paciolan Ticketing/CRM Software - AXS Veritix - Adobe Photoshop and Premiere Pro CC 2017 - Freshtix Ticketing Software