

Melissa Desmarais

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Seasoned Pricing Analyst with decades of retail & hospitality expertise. I leverage data-driven insights to develop and implement pricing strategies that optimize profitability and drive sustainable revenue growth. My expertise lies in analyzing market trends, competitor pricing, and customer behavior to identify optimal pricing opportunities. Thriving in collaborative environments, I contribute by streamlining workflows with strong decision-making skills, ensuring both accuracy and efficiency.

Skills

Business Analysis • Databases • Project Coordination • Process Improvement • Mentoring • Pricing Analysis • SQL • Data analytics • Data Collection • Statistical Analysis • Exploratory Data Analysis • Data Visualization • Alteryx • Excel • PowerPoint • SAP ERP • Strategic Planning • Organizational Development • Cross-functional Collaboration

Experience

NOV 2020-PRESENT

Sr Pricing Analyst | BJ's Wholesale Club | Marlborough, MA

- **Increased Departmental Efficiency (Significant Time Savings):** Streamlined internal processes, leading to a substantial reduction in task completion times in key areas.
- **Improved Profitability (Major Contribution to Margin Growth):** Played a key role in a strategic initiative that significantly increased company-wide margins, translating to a notable improvement for the previous fiscal year.
- **Drove Competitive Pricing Strategies:** Conducted successful category reviews, recommending pricing realignments that boosted sales and profit margin by enhancing competitiveness and clarity.
- **Fostered Collaborative Leadership:** Trained team members, optimized pricing with merchants, and spearheaded key projects like GM pricing strategy framework and Price Intelligence Vendor project, showcasing exceptional collaboration and leadership.
- **Developed GM Pricing Strategy Framework:** Key contributor to building the framework, facilitating expedited launch. Led guideline development, cross-team piloting, and performance analysis, yielding streamlined processes and cost-saving opportunities through vendor re-evaluation.

JANUARY 2016-OCTOBER 2020

Sr Manager Revenue Optimization | HMS Host Intl | Bethesda, MD

- **Increased Revenue by \$35 Million+ Annually (2019):** Led the implementation of a new pricing strategy, resulting in significant annualized revenue gains.
- **Supported High-Volume Branches (\$700 Million Annually):** Provided comprehensive support to assigned branches with significant annual sales volume, encompassing menu development, optimization, pricing analysis, local marketing, and price sweeps.
- **Brand Analytics Expertise (Popeye's, Roy Rogers, Burger King, Tim Hortons):** Leveraged brand analytics expertise across diverse restaurant chains, demonstrating a broad understanding of the industry and consumer preferences.

SEPTEMBER 2013-JANUARY 2016

Sr. Manager Managed Order Guides – Supply Chain | HMS Host | Bethesda, MD

- Developed, produces, and maintains monthly supply chain reports and other reporting tools that help manage product costs including contract compliance and cost changes at the item level.
- Improved Cost Optimization Reporting process decreasing turnaround time by 50%.

MARCH 2013-SEPTEMBER 2013

ERP Analyst | HMS Host Intl | Bethesda, MD

- Facilitated development and implementation of automated reconciliation between the sales audit system and PeopleSoft saving the company 504 labor hours annually.
- Collaborated with PeopleSoft Developers and functional teams on Excel to PeopleSoft uploads for AR and Billing, saving HMS Host 1200 labor hours annually.

DECEMBER 2007-MARCH 2013

Revenue Accounting Analyst | HMS Host Intl | Bethesda, MD

- Optimized revenue accounting processes for a \$2.6 billion travel services company, leading a team of 5 to improve efficiency and financial controls.
- Led cross-functional teams to standardize accounting procedures across a \$2.6 billion travel services company, ensuring financial compliance through comprehensive audits of various accounting systems.

2002-2003

Treasury Assistant | Development Alternative Inc | Bethesda, MD

- Streamlined financial operations for 30+ international projects by designing and implementing custom accounting systems, improving efficiency through automated bank reconciliations and user-friendly reporting tools.
- Recovered more than \$10 million in A/R in the first six months in the position and continued to collect accounts 60 days past due with a high success rate.

2000-2002

Accountant | RAC Solutions | Bethesda, MD

- Led a diverse range of accounting, office management, logistics, and sales support functions for a \$6.9 million computer rental and networking company, ensuring smooth financial operations, and growth.
- Promoted from a part-time intern to a full-time accounting position at a \$6.9 million tech company, showcasing the quality and professionalism demonstrated during the internship.

Education

Bachelor of Science, Business Management and Accounting | Castleton University | Castleton VT

Completed numerous employer-sponsored training seminars, and online courses including:

Revenue Optimization ▪ Serve Safe Certification ▪ PeopleSoft AR and Billing ▪ PeopleSoft Query ▪ Advance Excel Functions w VB ▪ Super Essentials ▪ the 7 Habits of Highly Effective Managers ▪ Sustainable Food Production Through Livestock Health Management ▪ Pattern Discovery in Data Mining

References - Available upon request.