Tweet (function() { var s = document.createElement('SCRIPT'), s1 = document.getElementsByTagName('SCRIPT')[0]; s.type = 'text/javascript'; s.async = true; s.src = 'http://widgets.digg.com/buttons.js'; s1.parentNode.insertBefore(s, s1); })();

SUMMARY

Resourceful database marketing professional with extensive experience in programming and trend analysis. Developed a strong reputation for bringing innovative analytical insight to house file creation, affiliate performance based payment programs. Particularly adept at direct and indirect campaign analysis.

EXPERIENCE

Confidential Atlanta, GA **2005 – 2009**
Business Development Analyst

- Using SAS and Business Object (BO) provided detailed revenue and room night reports for various marketing campaigns for all 4200 hotels to determine future market campaigns for targeted areas.
- Built Forecasting Models on time series data using SAS to predict revenue and room nights for selected BTAs.
- Indentified and implemented a $700,000 annual cost savings for the Business Travel Agency (BTA) Revenue Management teams.
- Streamlined reporting and eliminated unnecessary reports which yielded an annual cost saving of $200,000.
- Wrote new revenue management application in Visual Basic for Applications (VBA) that optimized application, reducing the running time from 2 weeks to 3 days.
- Using SAS, successfully obtained critical data which had not been possible for the previous 2 years. This data provided a Fair Share Index (FSI) broken out by region, city, and country for all IHG properties worldwide and established a competitive edge in the marketplace.

- To prepare all daily, weekly, monthly and annual reports, I collected necessary requirements and constraint from end users and incorporated them in my codes.

Confidential Atlanta, GA 2004 – 2005 Contractor/ Senior Forecasting Modeler

- Built Forecasting Models on time series data using SAS. These models forecasted potential revenue in the millions of dollars for General Electric service centers in United States. Completed Predictive Modeling course using SAS Enterprise Miner 5.1. Also extracted data for different ad hoc reports as well as input for the forecasting models.

Confidential, Atlanta, GA 2000 – 2004 Visiting Instructor in Math and Statistics Department

- Taught all levels of Calculus courses, Computational Mathematics, Probability, and Statistics and Numerical Analysis I & II.

Confidential Atlanta, GA 1997 – 2000 Contractor/ Business Analyst

- Built predictive models using SAS/STAT software with Logistic Regression Procedure. These models would predict response, risk, and behavior of potential future credit card holders as well as present customers. The models captured hundreds of thousands of new potential cardholders resulting in increased revenue.

Confidential Atlanta, GA 1997 Contractor/ SAS Consultant

- Analyzed data received from various clients in industries such as pharmaceutical, insurance, health care, and finance using SAS. This data provided valuable support for the Ernst and Young Audit team. As member of Audit Support team I analyzed data and provided output that helped insurance fraud investigators to investigate possible cases of insurance fraud.

EDUCATION

Master of Professional Accountancy (MPA)

Master of Science, Numerical and Statistical Mathematics

Computer skills

Hardware: Midrange (AS400), Client Server, and IBM Mainframe.

Software: SAS and Business Object (BO), SQL, C++, Visual Basic, HTML (Designed and created my web page). Java, ACL (Audit Command Language), MS Access

Operating Systems: Window XP, Vista, 95, 98, NT, Novel NetWare and UNIX

Publications & AFFILIATIONS

- SAS Certified Professional
- SAS Study Guide – Published by John Wiley & Sons, Inc. in August 2007. Contents of each chapter include materials for the SAS certification exam, a two minute drill, an assessment and practice exam with answers.
- Awarded diploma from SAS institute for completing Predictive Modeling course using SAS Enterprise Miner 5.1.
- Member of Board of Directors for Atlanta chapter of ISACA (Information Systems Audit and Control Association) from 1998 to 2002

Recognition awards

- 1st BRAVO award for outstanding performance in writing code to create queries and preparing reports in an efficient and timely manner.
- 2nd BRAVO award for creating reliable daily and monthly reporting on telephone activity for IHG guests for Central Reservation Office (CRO).