## EMPLOYMENT HISTORY

**MRI Network; Department of Marketing**                                          **Cleveland, Ohio**
*Research Manager*                                                                 *12/07   8/08*
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## Statistical Modeling/Data mining

- Perform statistical analysis using software packages such as SPSS and SAS to analyze data using multivariate statistical techniques.
- Perform appropriate data analysis techniques including multiple regression, decision tree modeling (CHAID and C&RT), and logistic regression.  These response-modeling techniques applied toward the creation of mailing lists.
- Apply RFM segmentation scores to describe internal house file customers and to create mailing lists.

## Database Marketing

- Conduct back-end analysis of all database-marketing promotions.
- Perform Database Marketing projects by applying various analytic and statistical modeling skills.
- Analyze customer databases, enhanced by external data, to produce various profiles and reports about customer.
- -                                                                     someone that can provide support

- Assess customer lifetime value and its effects on future marketing initiatives.
- Knowledge of database marketing principles, direct response methodology, research and analysis using methods and statistical techniques.

## Circulation

- Manage the catalog circulation planning and execution of seven catalog titles and maintained the corporate 2.1 million buyer file database
- Develop the annual circulation plan and managed its on-schedule implementation for each catalog mailing, including house-file mail list creation, list acquisition, merge purge and file output. Deployed an annual $24 million catalog print and mail budget
- Re-created the methods of internal mailing lists creation in May 2007 by utilizing the internal DataWarehouse.
- Developed and deployed predictive and segmentation models and implemented those models into intricate mailing and contact strategies.
- Developed on-going reports to management on house file and outside list performance for all catalog titles.

## Market Research

- Developed survey questionnaires and analyzed results to develop business implications and prepared reports, both written and oral.
- Developed focus group discussion guides and other research materials to address learning objectives.

## Reports/Management

- Create annual corporate sales and order forecast that was used in annual planning in all company departments (Finance, Order Fulfillment Center, Purchasing, and Call Center).
- Summarize and communicate results with recommendations to management.
- Experience designing reports for a marketing audience.

**The Signature Group; Department of List Services**                    **Schaumburg, Illinois**
*Associate Research Analyst*                                            9/98 - 3/00

- Communicated to marketers appropriate methodology for product testing as well as provided backend profitability analysis.  Assisted marketing department in targeting potential prospects by providing profiles of most responsive / profitable prospects.
- Built segmentation scoring models using an In-H