Jack Doehrman | Business Intelligence & Data Analytics Professional

jackdoehrman.com | (317) 671-0581 | jackdoehrman@gmail.com | Houston, TX

Experience

Houston Dynamo FC | Houston, TX
Business Intelligence and Strategy Analyst / CRM Admin | 10/2023 - Present

- *Salesforce Environment Management:* Administered the CRM system supporting ticketing and sponsorship operations and optimizing user experience across departments
- *Advanced Analytics & Dashboards:* Designed and deployed interactive dashboards analyzing ticket distribution patterns, event attendance metrics, suite utilization rates, FSE sales performance, and membership renewal trends, providing actionable insights for revenue optimization
- *Member Engagement Innovation:* Conceptualized and implemented a season ticket member scoring system to quantify member engagement levels and optimize targeted communications, enhancing fan retention strategies
- *Operational Efficiency Analysis:* Conducted a comprehensive analysis of security wait times and staffing costs to model ROI for upgraded security systems, delivering revenue projections and staffing optimization recommendations
- *Revenue Enhancement Strategy:* Executed detailed ticketing analysis of stadium seating configurations to develop data-driven renovation proposals for premium hospitality sections, targeting increased revenue, attendance, and fan satisfaction

Pacers Sports and Entertainment | Indianapolis, IN
Data Intelligence Intern | 09/2022 - 05/2023

- *Data Pipeline Development:* Engineered ETL processes to clean and transform raw data from multiple integrations, ensuring seamless data flow and accessibility within the enterprise data lakehouse architecture
- *Legacy System Integration:* Developed prototype data models for legacy e-commerce platform, successfully merging historical data assets with current e-commerce infrastructure, improving data continuity and analytics capabilities
- *Cross-Departmental Dashboard Creation:* Built comprehensive social media performance dashboard utilized across all digital media departments, providing executive-level visibility into multi-platform social media metrics and performance trends
- *Gameday Staff Analytics Solutions:* Designed and developed survey dashboard and reporting system for part-time employee feedback collection, enabling Stadium Operations department to measure performance success and identify operational improvement opportunities
- *Franchise Support:* Created game-day survey dashboard for (then) Fort Wayne Mad Ants, establishing first-party data support and enabling comprehensive event success measurement and fan experience optimization

Education

Indiana University – Bloomington | Bloomington
M.S. Information Science | 4.0 GPA | 05/2023

- *Graduate Resident Advisor* - Evans Scholars Scholarship House Executive Board
  Demonstrated leadership, conflict resolution, and decision-making capabilities while mentoring undergraduate scholars

Indiana University – Bloomington | Bloomington
B.S. Informatics | 3.9 GPA | 03/2022
Honors & Recognition:

- *Chick Evans Scholarship Recipient* - Western Golf Association full tuition and housing scholarship ($125,000 value)
- *Founders Scholar Award* - Achieved each spring semester (3.8+ GPA requirement)
- *Dean's List* - Earned each spring semester (3.7+ GPA requirement)

Skills

Tableau / PowerBI, Excel Advanced Functions, Statistical Analysis, SQL, Python (NumPy, Matplotlib, Pandas), Data Modeling, Database Design, API Integration, ETL Processes, Salesforce Administration, Salesforce Marketing Cloud, Survey Design and Implementation

Certificates

Salesforce Certified Administrator (SCA)