

ARMEN ALEXANIAN

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Business Analytics & Automation Architect

EDUCATION

Graduate Certificate in Data Mining , University of Louisville, KY	December 2009
Six Sigma Green Belt Certification , Cox Communications	October 2007
Master of Science in Marketing , Virginia Commonwealth University	December 1997
CPA Certification , Richmond, VA	May 1996
Bachelor of Business Administration , The College of William and Mary	May 1995

Foreign Languages: Highly proficient in Spanish, French, and Italian

EMPLOYMENT HISTORY

Analytics Consultant

Distinct Analytics: Chesterfield, VA

October 2018 – Present

- Automating a complex Excel-based commercial leasing reporting system using Python, SQL Server and SSRS.

Director of Business Intelligence

August 2017 – August 2018

Warner Hospitality: Las Vegas, NV

- Developed a multi-property SQL Server casino gaming data mart using Python to extract data from REST and WSDL web services.
- Developed strategic gaming reporting using SSRS.

Manger of Financial Systems

April 2016 – August 2017

Pinnacle Entertainment: Las Vegas, NV

- Automated general ledger journal entries for 16 casino gaming properties from Micros and InfoGenesis point of sale systems using SQL Server and SSRS which freed up approximately 15 FTEs.
- Developed an automated SSRS comp reporting system for tracking comps by retail outlet and category.

Principal Analyst

September 2015 – April 2016

SolarCity: Las Vegas, NV

- Automated the performance metrics-driven bonus compensation calculation for 20 different functional teams of a 1,200-person department using SQL Server and table-driven business rules.
- Developed a flexible database reporting architecture to facilitate solar installation case status movements and team assignments.

IT Business Intelligence & Analytics Manager

September 2012 – September 2015

International Market Centers: Las Vegas, NV

- Used SSRS to develop a company-wide department expense budgeting application still in use today.
- Developed a SQL Server data mart and SSRS reports from the JD Edwards EnterpriseOne accounting system.
- Recruited, hired, trained, and managed one database reporting analyst.

Manager of Business Support

November 2010 – August 2012

HealthCare Partners of Nevada: Las Vegas, NV

- Automated a cost estimation process for hospital admits using SQL Server, freeing 1/2 FTE.
- Developed SQL-based statistical sampling algorithm for internal auditors.
- Automated a Medicare software data entry process using Perl, reducing workload from 2 days per month to 2 hours.
- Automated the data processing of a key report using SSRS which previously took 5 days of manual work.
- Managed three full-time analysts who performed reporting, analysis and data warehousing.

Manager of Marketing Science

January 2006 – October 2010

Cox Communications: Las Vegas, NV

- Developed strategic marketing reporting using SQL Server, SSRS, and Perl, which was recognized as a Cox best practice and used as a model for future corporate reporting.
- Built a marketing tactic conversion monitoring system using statistical significance testing and graphical analysis.
- Performed data mining of telecom data using SAS Enterprise Miner and SQL Server Data Mining:
 - Text mining of customer service call comments determined classifications of calls for staffing optimization.
 - Logistic regression identified the most likely reasons for customer churn.
 - A decision tree model identified factors most related to customer write-off and helped develop a heuristic for prioritizing customers for contact and resolution in the credit and collections department.
 - Cluster analysis of demographics and cable product preferences of Hispanic customers enabled a segmentation strategy for multicultural marketing.
 - Automated graphs of sales call trends using R.
 - Developed a time series geographical animation of customer acquisition using Perl and SQL Server.
- Recruited, hired, trained, and managed one marketing researcher who performed ad hoc analysis using SPSS and conducted primary telecommunications market research.

Marketing Analytics Consultant

April 2005 – January 2006

Intel: Folsom, CA

- Developed a web-based RFM marketing data segmentation tool using SQL Server, Perl, and HTML including dynamically generated online graphs, spreadsheets, and data analysis.

Senior Database Programmer Analyst

January 2000 – June 2004

Kodak Gallery: Emeryville, CA

- Managed all aspects of business intelligence and automated reporting.
- Used Perl and SQL Server to deliver reports in formats including Crystal Reports, Excel, and text files.
- Automated revenue reconciliation using Perl and SQL Server, shrinking the task from five days to 15 minutes.

STUDY ABROAD

Lyon, France: Alliance Française de Lyon French language and culture program

October – December 2004

Asolo, Italy: Clemson University MBA study abroad program

Summer 1997

Madrid, Spain: Boston University summer internship abroad program

Summer 1994

PUBLICATION & AWARDS

CTAM iQ Article: Published an article in this telecommunications journal concerning the relationship between free On Demand videos and those which require customers to pay a fee. Performed analysis with SAS Enterprise Guide's generalized linear mixed models node.

Innovation Award: Cox Communications, 2006, - For automated reporting & analysis suite.

Certificate of Excellence: Intel Corporation/Staff Tech Inc., September 2005 - For RFM data segmentation tool.