

MARIANNA CARINI

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EDUCATION

University of California, Paul Merage School of Business, Irvine, CA **06/2021**

Master of Science in Business Analytics

GPA: 3.95, Beta Gamma Sigma

Relevant coursework: Adv. Machine Learning, Forecasting, Natural Language Processing

California Polytechnic State University, San Luis Obispo, CA **03/2016**

Bachelor of Mathematics

Relevant coursework: Combinatorics, Linear Programming, Algorithm Design, Optimization

EXPERIENCE

Disneyland Resort, Anaheim, CA

Senior Data Analyst

Feb 2022- Current

Support and optimize resort pricing, promotions, yield management, revenue planning, and new product development using mathematical and statistical techniques

- Produce model which optimizes annual pricing schedule resulting in 2-4% growth without increasing room rates to the guests
- Implement new promotional strategy to positively impact guest mix driving a 14% growth to the average daily rate during the time-period
- Partner with diverse group of stakeholders to create business strategies, support logistics, revenue planning, and ad hoc requests for the development of the new Pixar Place Hotel
- Lead intern responsible for predicting daily sales of promotional tickets and assessing key business drivers
- Support the Learning & Development initiative to progress team's technical ability

Anaheim Ducks Hockey Club, Anaheim, CA

Business Intelligence Associate Intern

Summer 2021

Continuation of my UCI capstone project to uncover insights into customer buying behavior

- Establish data-driven customer segmentation resulting in a new target customer group
- Discover drivers towards Ducks ticket sales which has opened discussions towards a shift in marketing strategy from previous approaches
- Investigate relationship between Ducks customers and ancillary businesses to potentially influence structure of ancillary businesses and subsequently increase sales

Eaton Aerospace Group, Irvine, CA

Business Analyst

Jul 2016- Dec 2020

Partner with leadership team to deliver comprehensive analytics and dashboards which provide insight on business performance to a cross-functional team of 250 employees

- Establish model to measure market share of Aftermarket products and subsequent forecast model which held an 78% accuracy rating at the monthly level and 89% at the annual level
- Develop and maintain database for 500k products which allows Eaton visibility to end-use applications, develop marketing strategies, and list engineering portfolio to users
- Cultivate KPIs to assess the success of Eaton's quotes and provide insights to quoting process which increased conversion rate by 30%
- Promote healthy workplace activities as the Corporate Wellness Chair which has increased morale, office camaraderie, and saved up to 274 lives with blood donations

SKILLS

Strengths: Strategic thinking, self-motivation, collaboration with diverse teams

Technical: Python, SQL, Tableau, R, PowerBI, Alteryx, Microsoft Office