Gyan Mehta

412-722-7139
gyan.mehta43@gmail.com
https://gyanmehta1.com/

ABOUT

Highly motivated business professional seeking a full-time sports analytics position that will enable me to use my analytical, communication and organizational skills to provide top level data analysis for any organization.

EXPERIENCE

Golden State Warriors and Chase Center | E15 Group – San Francisco, CA

Analyst – Strategy and Analytics, August 2022 – Present

- Head the relationship between GSW and Levy stakeholders, understand their business objectives and overall strategies
- Generate a Unit Success Analysis report for all eateries locations at Chase Center, including COG, Labor, operational costs, and net revenue. This analysis was used to identify areas of improvement for operational efficiency and optimize labor distribution
- Identify YOY pricing changes and complete an analysis for all Food and Beverage products while factoring in change in attendance to determine the true impact of price increases for all Warriors games
- Gather food and beverage sales trends since the inception of Chase Center (2019) to drive business decisions and optimize operations at Chase Center
- Network with counterparts at other Levy venues to identify sales trends for various concerts and use data to increase revenue and better the operations team at Chase Center
- Direct and manage ad-hoc analytics projects as needed and requested by the Golden State Warriors and the Bon Appetit team
- Upgrade reporting standards and formats for partner and operator end use

Miami Dolphins and Hard Rock Stadium – Miami Gardens, FL

CRM Coordinator, April 2021 – August 2022

- Served as primary contact for Microsoft Dynamics CRM for the Miami Dolphins, Miami Open, Hard Rock Stadium, and Formula 1 Miami Grand Prix using a strategic and analytical approach to drive revenue for both the Sales and Partnerships departments
- Collaborated with the Marketing team to coordinate sales lead generation and campaign creation efforts that exceeded ticket sales revenue goals by a combined 48% across Miami Dolphins, Miami Open & Formula 1 Miami Grand Prix
- Managed a database of over three million contacts across all business units; leverage customer demographics, ticket history and engagement to develop email marketing strategies and execute over 40 sales campaigns
- Used SQL to extract, scrub and build data to be used for various marketing, sales, and service campaigns
- Conducted Microsoft Dynamics 365 trainings for new sales staff hires and assist with any day-to-day CRM issues

Baltimore Ravens – Baltimore, MD

Business Intelligence and Digital Sponsorship Intern, July 2019 – February 2021

- Executed weekly content analysis & recommendations for Ravens digital & broadcast team
- Streamlined ROI & KPI reporting practices for corporate sponsorships, email marketing & digital content
- Simplified large data sets for statistical analysis in R and data visualization in Tableau
- Managed website & mobile app display advertising to exceed guaranteed impressions for each sponsor by between 5-30%, along with ad-trafficking, reporting & inventory management
- Prepared and sent marketing and business-related emails including Ravens Call, Purple, RISE, corporate sales, and suites
- Scheduled sponsor tweets and promotions on the @RavensPromotions Twitter account

Ohio State University Athletics Department – Columbus, OH

Social Media Specialist, August 2018 – July 2019

- Created and scheduled posts for the Brutus Buckeye mascot Twitter account and OSU Athletics Twitter and Facebook accounts
- Assisted with compiling social analytics for 2018 – 2019 posts on Facebook and Twitter
- Published webpages, and created hype videos, for the athletics website and social media channels
- Used Adobe Photoshop, Premiere Pro and Lightroom to edit pictures and videos posted on OSU Athletics social media accounts
- Analyzed, researched, and updated the "Buckeyes in the NFL" statistics and webpage for OhioStateBuckeyes.com

CBS Sports – New York, NY
Sports Programming Intern, January 2018 – April 2018
- Collaborated with the Programming team for March Madness preparations
- Developed presentation decks for NCAA Football, NCAA Basketball, Lucas Oil and CrossFit broadcast contracts
- Evaluated 2017 CBS college football schedule and statistics used to develop a final CBS broadcast schedule

EDUCATION

Master of Science – Sports Business, *Drexel University LeBow College of Business – June 2022*
Bachelor of Science – Economics, *The Ohio State University – December 2018*

SKILLS

- Microsoft Excel
- Microsoft Dynamics 365
- Microsoft Suite
- Adobe Analytics
- Blinkfire Analytics
- Archtics

- SQL
- Tableau
- Snowflake
- Google Ads Manager
- Square
- Adobe Photoshop, Premiere Pro, Lightroom, Audition

OTHER EXPERIENCES

NCAA Wrestling Championships – *Photographer and Videographer, March 2019*
Ohio Insurance Agents Association, Inc. *– Data and Analytics Intern, May 2018 – August 2018*
Cannon Pharmacy – *Data Analytics Specialist Intern, November 2017 – December 2017*
Soccer First – Intramural Referee*, August 2017 – July 2019*