

Robert Vater Iola, WI 54945

920-815-1600 | rcvater@gmail.com | @ONEXADAY | <https://www.linkedin.com/in/robertvater>

SUMMARY

Analytical, detail-oriented Management graduate with a proven track record of transforming raw data into actionable strategy. Demonstrated expertise in advanced Excel data modeling and statistical analysis, highlighted by engineering a proprietary performance algorithm adopted for statewide championship play. A self-starting leader, student-athlete liaison, and independent brand ambassador with a seven-year record of consistent digital content execution and large-scale event organization. Seeking a professional opportunity to leverage strong communication, analytical, and leadership skills to drive organizational impact.

EDUCATION

Mount Mercy University | Cedar Rapids, IA | *BBA: Business Management & Human Resource Management*

- **GPA: 3.8/4.0** (6x Dean's List Recipient)
- **Relevant Coursework:** Advanced Human Resource Management, Strategic Compensation & Benefits, Organizational Behavior, Business Analytics & Data Modeling, Operations Management.

TECHNICAL SKILLS & PROFICIENCIES

- **Tech:** Working knowledge of Python, SQL, Git/GitHub, and VS Code; Advanced Excel (Data Modeling), AI Tools.
- **Industry:** BER Metric Development, WIHSBC Rules, Tournament Operation.
- **Business:** Employee Training, Strategic Planning, P&L, Social Media (12k Followers).

PROFESSIONAL EXPERIENCE

Weston Winter Classic & Sweeper Series | *Founder & Director* | **Aug 2021 – Present**

- **Scaled annual tournament** from 16 to 21 high school teams, managed 70+ additional individual tournaments/events to date.
- **Orchestrate P&L and logistics**, communicating with center staff, Brunswick (sponsor), district coordinators, and coaches.

Bowling Centers Association of Wisconsin | *Systems & Analytics Consultant* | **Mar 2023 – Present**

- **Engineered the Baker Equivalency Rating (BER)** to replace fill percentage as the official Wisconsin ranking metric; officially adopted for the 2024/25 season and beyond.
- **Advised the High School Bowling Club Committee** on regulatory improvements and rule changes.
- **Managed scoring and tabulation**, and rule enforcement for the High School State Championships.

Independent Digital Content Creator & Brand Ambassador | Jan 2024 – Present

- **Manage corporate influencer contracts** for Brunswick Bowling Products and Apparel EFX, directly driving tens of thousands of dollars in product sales.
- **Execute daily digital content strategies** to an audience of 12,000+ followers, consistently exceeding contractual posting minimums.
- **Featured as on-camera talent** for official Brunswick product launch videos and equipment reviews, maximizing brand visibility and consumer interaction across platforms.

Sentry Foods | Associate & Employee Trainer | Feb 2018 – Aug 2024

- **Assisted with department operations** in dairy and meat, focusing on quality control, food safety compliance, and sanitation procedures.
- **Facilitated onboarding and training** for new personnel; executed accurate inventory reporting and store-wide closing duties.

LEADERSHIP & INVOLVEMENT

National Collegiate Bowling Coaches Association | Student Board Rep | July 2023 – April 2026

- Liaison between collegiate bowlers, the board of coaches, and USBC regarding club programs.

Wisconsin-Whitewater Bowling Club | Varsity & Executive Board | Sept 2022 – Apr 2024

- **Balanced rigorous academic scheduling with 30+ hours** dedicated to varsity practice and competition per week.
- **Managed club financial fundraising operations**, directed team practices, and represented the organization at official Club Sports compliance meetings.