**Robert Vater** Iola, WI 54945

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## 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 competition. 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**
- **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

**Bowling Centers Association of Wisconsin** | *System & Analytics Contractor* | **Mar 2023 – Present**

- **Engineered the Baker Equivalency Rating (BER)**, a proprietary performance algorithm adopted across Wisconsin as the official statewide ranking metric for **2,300+ varsity athletes**.
- **Principal project liaison** leading the end-to-end UX architecture, beta testing, and quality assurance for a centralized web platform serving **3,000+ athletes, coaches, and administrators** statewide.
- Spearhead system validation, rigorous functionality testing, and database bug documentation, while creating comprehensive multimedia training modules to onboard stakeholders.
- Managed scoring tabulation and rule enforcement for the High School State Championships, while advising the committee on regulatory improvements and official rule changes.

**Weston Winter Classic & Tournament 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.

**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**

- Delivered customer service at front-end checkout, efficiently operating POS (Point of Sale) systems, handling cash/electronic transactions, and resolving customer inquiries.
- Facilitated new-hire onboarding and personnel training, supporting employee development and ensuring strict adherence to store policies and customer service standards.
- Assisted with department operations across dairy and meat, executing accurate inventory reporting, quality control, food safety compliance, and store-wide closing procedures.

**LEADERSHIP & INVOLVEMENT**

**Team Wisconsin** | *Head Coach* | **April 2024 – Present**

- Led Wisconsin to back-to-back Lake Michigan Cup victories in 2025 and 2026, establishing multiple all-time tournament performance records.
- Fostered a culture of high-level trust between a team of 20 players and four coaches; taught and executed complex lane-play strategies.
- Cultivated player confidence, defined player roles and goals, and maximized team performance by strategically identifying lineup strengths and weaknesses.

**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.