

Full Name

City, State | (123) 456-7890 | name@gmail.com | LinkedIn.com/in/name

Senior Manager of Analytics & Pricing Strategy

driving business success by synthesizing complex data into compelling narratives for executive stakeholders

Analytical leader with 15+ years of experience developing and executing data-driven pricing, packaging, and business intelligence strategies to boost customer loyalty, sales growth, and profitability. Applied structured problem-solving, market research, and competitive analysis to enhance pricing effectiveness. Strong background in SQL, data visualization, and experimental design, with expertise in leveraging data science methodologies to optimize marketing performance. Passionate about leveraging qualitative and quantitative insights to accelerate revenue growth and operational efficiency in high-growth environments.

CORE SKILLS

Data Science, Pricing strategy, EDLP, Profit Margin Optimization, Competitive Analysis, Market Research, Sales Performance Analysis, Cross-Functional Collaboration, Strategic Price Modeling, Merchandising Strategy, Retail Price Optimization, Cost Impact Evaluation, Data-Driven Decision-Making, Executive Stakeholder Engagement, Pricing Training & Development, Financial Analysis, Team Leadership, Performance Metric Tracking, Inflation & Deflation Impact Assessment, Monetization Model

KEY HIGHLIGHTS

- Built an in-house machine learning-based pricing engine at Oriental Trading Company (Berkshire Hathaway), reducing inventory write-offs by \$800K+ for perishables and dated inventory.
- Developed and executed dynamic pricing strategies at Bed Bath & Beyond, optimizing 250,000+ SKUs and generating a \$1.1M revenue impact in FY 2016.
- Reduced clearance inventory by 50% (\$15M) at Oriental Trading Company (Berkshire Hathaway) through strategic pricing, marketing initiatives, and site optimizations.

PROFESSIONAL EXPERIENCE

Pricing Manager • ABC Company • Omaha, NE Aug 2018 – Present

Job Overview: Led end-to-end pricing strategy, leveraging data science and competitive analysis to optimize pricing, improve margins, and reduce inventory write-offs. Spearheaded automation and machine learning initiatives to enhance pricing efficiency and decision-making.

Pricing Strategy & Revenue Optimization

- Developed and executed pricing strategies across all channels, driving revenue growth and profitability amid market challenges.
- Designed pricing algorithms based on velocity, seasonality, and stock levels, improving new item price execution speed by 75%.

Competitive & Market Analysis

- Conducted market research and tracked pricing, promotions, and availability across 25+ competitors, including Party City, Amazon, and Walmart.
- Designed experiments to measure cross-elasticity and competitor impact on OTC sales and customer behavior.
- Applied statistical models (SAS) to determine optimal OTC pricing based on competitor actions.

Data Science & Predictive Analytics

- Utilized Random Forest (R, Python) for feature selection and linear/logistic regression (SAS) to calculate price elasticity, optimizing margins and decreasing write-offs by 20% (\$800K).
- Created demand forecasting models in SQL (Snowflake) and SAS, incorporating sales velocity, seasonality, and site traffic.
- Conducted affinity analysis (R) to optimize basket pricing and preserve margins.
- Led data science projects in Azure ML, deploying predictive models that improved customer churn prediction accuracy by 20%.

Testing & Performance Measurement

- Designed and executed A/B tests to assess the impact of promotional messaging and pricing strategies.
- Tracked customer acquisition and retention trends using Tableau, informing marketing and sales strategies.
- Implemented process tools to enhance price execution efficiency and impact measurement.

Senior Analyst (Pricing Analytics) • ABC Company • Union, NJ Mar 2015 – Aug 2018

Job Overview: Designed and implemented dynamic pricing strategies across 75+ departments, optimizing price adjustments for over 250,000 SKUs. Leveraged analytics and automation to enhance pricing decisions, leading to multi-million-dollar revenue impact.

Pricing & Revenue Optimization

- Developed a dynamic pricing framework for 75+ departments, optimizing daily price recommendations for 250,000+ SKUs, including pets, lighting, furniture, and appliances.
- Built a dynamic pricing engine using Base SAS, generating over \$2M in revenue improvements by adjusting prices based on demand, competition, and market trends.

- Implemented Revionics markdown and base price optimization tools, streamlining pricing adjustments and integrating data systems.

Market & Competitive Analysis

- Conducted market basket analysis to evaluate the impact of selective discounting on key categories such as pet products, furniture, electronics, and hardware, leading to higher overall margins.
- Assessed competitive pricing strategies for 15+ major retailers, including Amazon, Wayfair, Walmart, and Target, to recommend price adjustments based on market position.
- Analyzed customer sentiment from Yelp reviews to gauge pricing perception for Harmon compared to CVS, Walgreens, and Walmart, integrating insights into pricing recommendations.

Testing & Pricing Diagnostics

- Designed and executed A/B tests to compare customer sensitivity to coupons versus free last-mile shipping, optimizing promotional strategies.
- Created pricing diagnostic tools, including waterfall models, price variance distributions, and exception reports, to monitor and refine pricing strategies.

Senior Pricing Analyst • ABC Company • Columbia, MO

Jul 2012 – Feb 2015

Job Overview: Developed and optimized dynamic pricing models for textbook repricing, enhancing revenue potential and marketplace competitiveness. Leveraged data-driven analysis and testing to refine pricing strategies and measure business impact.

Pricing & Revenue Optimization

- Designed an automated pricing model to reprice 1,500 textbooks daily in a two-way business model, driving an annual revenue potential of \$1M.
- Managed marketplace pricing strategies for Textbooks.com, optimizing competitive positioning and profitability.

Market & Performance Analysis

- Evaluated impact of rental book pricing through A/B testing, price segmentation, and category-level analysis to refine pricing strategies.

EARLY EXPERIENCE

Marketing Analytics Intern, Graduate Assistant • University of Missouri • Columbia, MO

Marketing Intern • Riback Supply Co. Inc. • Columbia, MO

Senior Marketing Manager & Manager • Ashok Leyland Limited • India

EDUCATION

Masters of Business Administration (MBA) in Marketing Analytics & Finance, University of Missouri

- MBA Academic Achievement Award, May 2012

Masters of Business Administration (MBA) in Marketing & Information Systems, Xavier Institute of Management

Bachelor of Science in Technology • College of Engineering and Technology

COURSES & TRAINING

Pricing Analytics (Methods to measure price elasticity and profit optimization) • Columbia University, New York

Massachusetts Institute of Technology, Boston – Short Courses

- Designing and analyzing multi-factor and multi-level experiments
- Machine Learning and Artificial Intelligence

CERTIFICATIONS

Certified Management Accountant (CMA) Candidate (*In Progress*)

Base SAS Programming, February 2016

Text Mining & Analytics, University of Illinois-Urbana Champaign (Coursera), August 2016

TECHNICAL SKILLS

Concepts: Tiered Pricing, Price Pack Architecture, Kits, Price Elasticity, Cross Price Elasticity, Behavioral Elasticity, Dynamic Pricing, EDLP, Hi-Lo Pricing, Markdowns, and Coupons

Statistical Tools: A/B Tests, Conjoint Analysis, Price Elasticity, Chi-Square Tests, Linear/ Logistic/ Multiple Regression, Sequential Analysis, K nearest neighbors, Cluster Analysis, Discriminant Analysis

Software: MS Office (Word, Excel, PowerPoint, Access), Tableau, Revionics (Base Price and Markdown Modules)

Statistical Tools: SAS (Base, Enterprise Guide, Enterprise Miner), R, SPSS, Python

Data Access and Web Analytics: SQL, EDW, Snowflake, Omniture, Google Analytics

LANGUAGES

English (Fluent), Hindi (Fluent), Oriya (Fluent)