

# MITCH MCMANAMAN

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## EDUCATION

### **University of Florida**

*Master of Business Administration (MBA), Hough Graduate School of Business*

- Focus areas: Competitive Strategy, Marketing
- Full Merit Scholarship Recipient

**May 2020**

Gainesville, FL

### **University of Florida (Dual Degree)**

*Master of Science in Entrepreneurship, Hough Graduate School of Business*

*Bachelor of Science in Business Administration, Major in Finance, Warrington College of Business*

- Entrepreneurial Excellence Award received for outstanding work in the classroom and community

**May 2017**

Gainesville, FL

## WORK EXPERIENCE

### **Holland America Cruise Line**

*Senior Manager, Casino Strategy & Analytics*

**2021 – present**

Miami, FL (Remote)

Transformed the \$120M casino business by driving key decisions on reinvestment strategy and shifting to a data-driven approach, including overhauling core marketing initiative matrices. This resulted in a 39% year-over-year increase in expected value. Created dashboards for the casino business, providing new visibility and decision-making capabilities. Oversaw a team of five analysts.

- Automated the "Come Back & Sail" process, using Snowflake SQL to qualify high-value casino guests in real-time. Used Python and AWS to load guests offers into our reservation system and create a personalized cabin flier.
- Implemented a ChatGPT-4o AI proofing tool to detect errors in targeted offers sent to over 100K guests, ensuring flawless accuracy for high-value offers like free cabins, free play, and drinks, exceeding \$20K in value. Since implementation, there have been zero errors in communications.
- Streamlined manual processes by transitioning from Excel to SQL-based systems, improving data flow and communication with JIRA and Confluence. Developed a call center tool for real-time guest offer lookups and automated onboard fulfillment of offers.
- Launched the Onboard Revenue internship program with six interns, facilitating leadership discussions and managing recruitment, planning, and check-ins. Currently recruiting and expanding the program for next year.

### *Manager, Strategy & Performance Management*

Launched onboard targeted marketing campaigns that leveraged guest data to drive personalized offers and recommendations, moving the program from pilot testing to fully automated processes running on AWS. Key initiatives included guest segmentation, writing SQL and Python scripts for automation, collaborating with onboard teams for offer fulfillment, building Oracle databases, and creating Power BI dashboards to track performance. This high-visibility project included monthly meetings with the CEO. Key initiatives:

- Positive Surprise: Provided gift cards to guests unlikely to visit certain revenue-generating areas, driving approximately \$4M in incremental revenue. Guests who receive an offer to the spa are 31% more likely to spend.
- Targeted Shore Excursion Flier: Created personalized shore excursion recommendations tailored to each cabin's preferences and past behavior. This initiative resulted in a 20% increase in take rates across specific guest segments.
- Extend Your Vacation Offer: Developed and implemented an automated system using push notifications to offer high-value guests complimentary cabins on subsequent cruises, utilizing real-time cabin availability.
- Managed a data engineering project in Snowflake. This project significantly enhanced query performance by reducing load times and server impact, enabling faster, more efficient analysis of guest data for marketing and operational decision-making.

### **PNC Bank**

*Senior Analyst, Portfolio Strategy & Analytics*

**2020 – 2021**

Remote

Leveraged business and product expertise to analyze large datasets, improve returns, deliver profitable growth, and communicate conclusions. Synthesized analytical results and developed, recommended, and implemented business strategies that improved lending decisions, assisted in managing risk, increased revenues, reduced exposure to losses, met business goals, and improved performance.

- Analyzed internal and external transactional data to make price change recommendations to senior management for a \$4B line of business. Monitored KPI's and reported on the pricing strategies performance to explain changes in portfolio composition and booking rates. Established baselines for strategies and tracked actual performance to expectations.
- Developed and led the initiative to create an internal database containing competitor loan data which decreased the time necessary to produce regular deliverables and improved pricing tools and processes.

### **Carnival Corporation**

*Finance & Operations Leadership Development Program (LDP)*

**2017 – 2019**

Miami, FL

Completed a 2-year rotational program across Predictive Analytics, Global FP&A, and Fleet Deployment Strategy. Gained expertise in financial analysis, business strategy, and marketing analytics while using tools such as Tableau, Oracle Hyperion, Excel, and SQL.

## SKILLS

Data-Driven Decision Making, Advanced SQL & Database Management, Marketing Analytics & Campaign Optimization, Cross-Functional Leadership, Strategic Business Insights & Reporting, Automation & Process Optimization, Entrepreneurial Thinking