MARK M. FRIDLINE

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EDUCATION

Doctor of Philosophy, Case Western Reserve University
January 2010
Major: Statistics
Dissertation: Almost Sure Confidence Intervals for the Correlation Coefficient

Master of Science, University of Akron
August 1996
Major: Statistics
Masters Research Paper: A Study of Univariate ARIMA Time Series Modeling

Bachelor of Science in Business Administration, Bowling Green State University
August 1993
Major: Applied Statistics

STATISTICAL COURSES

Advanced Theoretical Statistics I and II, Data Analysis and Linear Models, Multivariate Analysis and Data Mining, Advanced Stochastic Models, Large Sample Theory, Statistical Computing, Experimental Design, Linear Regression, Advanced Mathematical Statistics, Probability and Statistics, Linear Models, Survey Sampling, Multivariate Statistics, Advanced Block Design, Actuarial Mathematics I & II, Statistical Quality Control, Bio-Statistics, Non-Parametric Statistics, Time-Series Analysis

COMPUTER SKILLS

Statistical Software Packages: SPSS, SAS, S-plus, R, Minitab, JMP, SCA
DataWarehouse Software Packages: Hyperion, BrioQuery, MicroStrategy, SQL Server Management Studio
Other Software: Excel, Access, Word, PowerPoint, FileMaker Pro, Word Perfect, Outlook

MEMBERSHIPS

American Statistical Association

ACADEMIC EMPLOYMENT HISTORY

The University of Akron; Department of Statistics   **Akron, Ohio**
Graduate Assistant, Adjunct Faculty, and Full-time Faculty   6/94 - 9/98, 8/00 – Present
- Present Rank: Instructor
- Taught courses, which included Statistics for Everyday Life, Basic Statistics, Introduction to Statistics I & II, Combinations and Probabilities, Matrices, Intermediate Algebra, Trigonometry, and Financial Mathematics.
- Supervised Minitab sessions for statistics students.
- Statistics for Everyday Life Coordinator
- BS/MD Enrollment Coordinator

EMPLOYMENT HISTORY

MRI Network; Department of Marketing   **Cleveland, Ohio**
Research Manager   *12/07 – 8/08*
- Oversaw the internal and external research functions for the marketing department. This included secondary research of existing market data.
- Participated in the development of the data warehouse and future projects with IT and outsource partners.
- Mined the data warehouse for quantitative business purposes.
- Led the monthly preparation of MRI Network's proprietary industry trends report and ensured the appropriate utilization of external BLS data and internal data.
- Collaborated with IT and Marketing to generate meaningful statistical analysis and timely reporting of internal data. This process included working with disparate database into a central source for analysis.
- Comfortably communicated results to leadership that included defensible conclusions and recommendations.

Summit Racing Equipment; Department of Catalog Marketing   **Tallmadge, Ohio**
Circulation and Market Research Administrator   *4/05 – 12/07*

Summit Racing Equipment; Department of Marketing
Marketing Statistician   *3/00 – 4/05*

Data Warehousing/Data Manipulation & Computer Skills
- 8+ years experience with data warehousing technologies including data modeling and data mining experience as well as experience with Redbrick databases on a Windows NTplatform.
- 8+ years in data manipulation using the querying tool Hyperion (BrioQuery). Proficient use of the Data Warehouse interface Hyperion (BrioQuery).
- Translate requests for management for customer, mailing, vendor, market, and product information into ad-hoc database queries. Developed custom reports and Dashboards for upper management.
- Guide managers and other analysts in how to retrieve data, while working with these end users to describe data availability.
- Established standard/common reports from the Redbrick database itself using the interface MicroStrategy. These reports were observed using web based tools.
- Experienced working with complex, large-scale relational databases, statistical programs, and other tools to compile and interpret quantitative data. Able to extract accurate conclusions and identify trends from statistical information.
- Expert at using database, spreadsheet, and word-processing software to prepare various versions of complex statistical and written summary reports for different levels of management.
- Perform a wide variety of analyses in the Data Warehouse database to ensure data integrity.
- Manage large datasets and while using analytical skills to manipulate these large data sets; Extract data from multiple databases into a central location for analysis.

Statistical Modeling/Data mining
- Perform statistical analysis using software packages such as SPSS and SAS to analyze data using multivariate statistical techniques.
- Perform appropriate data analysis techniques including multiple regression, decision tree modeling (CHAID and C&RT), and logistic regression. These response-modeling techniques applied toward the creation of mailing lists.
- Apply RFM segmentation scores to describe internal house file customers and to create mailing lists.

Database Marketing
- Conduct back-end analysis of all database-marketing promotions.
- Perform Database Marketing projects by applying various analytic and statistical modeling skills.
- Analyze customer databases, enhanced by external data, to produce various profiles and reports about customer.
- Considered a "marketing staff user-friendly" database analyst – someone that can provide support for the marketing staff's information and analytical needs.
- Assess customer lifetime value and its effects on future marketing initiatives.
- Knowledge of database marketing principles, direct response methodology, research and analysis using methods and statistical techniques.

Circulation
- Manage the catalog circulation planning and execution of seven catalog titles and maintained the corporate 2.1 million buyer file database
- Develop the annual circulation plan and managed its on-schedule implementation for each catalog mailing, including house-file mail list creation, list acquisition, merge purge and file output. Deployed an annual $24 million catalog print and mail budget
- Re-created the methods of internal mailing lists creation in May 2007 by utilizing the internal DataWarehouse.
- Developed and deployed predictive and segmentation models and implemented those models into intricate mailing and contact strategies.
- Developed on-going reports to management on house file and outside list performance for all catalog titles.

Market Research
- Developed survey questionnaires and analyzed results to develop business implications and prepared reports, both written and oral.
- Developed focus group discussion guides and other research materials to address learning objectives.

Reports/Management
- Create annual corporate sales and order forecast that was used in annual planning in all company departments (Finance, Order Fulfillment Center, Purchasing, and Call Center).
- Summarize and communicate results with recommendations to management.
- Experience designing reports for a marketing audience.

The Signature Group; Department of List Services   **Schaumburg, Illinois**
Associate Research Analyst   9/98 - 3/00
- Communicated to marketers appropriate methodology for product testing as well as provided backend profitability analysis. Assisted marketing department in targeting potential prospects by providing profiles of most responsive / profitable prospects.
- Built segmentation scoring models using an In-House Stepwise Regression software program.
- Investigated retention of responders for each client and product. Using retention information, determined the Net Present Value of a future responder (as well as current customers).
- Applied scoring curves derived from segmentation models, Net Present Values, and available market information to provide accurate projections to maximize profitability and estimate response and resources required for a future promotion.

Summit Racing Equipment; Department of Quality Assurance   **Tallmadge, Ohio**
Statistical Analyst   9/96 - 9/98
- Statistical and Business Analyst for the entire company. Job required thinking critically to solve problems, analyzing data, drawing conclusions, and making project recommendations. Involved in database statistical analysis where modeling and behavior pattern analysis occurs to support targeting and marketing strategies.
- Data Warehouse and Software Trainer for the company's DataBase Software. Provided basic training for our software and data warehouse users and frequently was referred to as the company's "PC help desk" for individuals needing immediate computer assistance.

The University of Akron; Department of Mathematical Sciences   **Akron, Ohio**
Statistical Consultant   1/96 - 9/96
- Consulted clients on various statistical procedures.