**Robert Roskoskey** ● Hernando, FL

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## Profile

* Dynamic professional with a diverse background in marketing, account management, and operations
* Quality-and detail-oriented with ability to organize multiple projects and priorities
* A “can do” attitude backs self-direction and determination

## Professional Experience

  **Game Plan Sports & Entertainment**

 **Director, Sales Operations** Fort Lauderdale, FLFeb 2019-Mar 2024

* Oversaw operational activities, including inventory management, ticket acquisition, pricing strategies, and order fulfillment for a full service ticket brokerage firm generating eight figures in revenue
* Successfully managed cash flow and mitigated financial risks optimizing liquidity through precise forecasting and strategic budgeting
* Analyzed market trends and competitor activities to identify opportunities and threats, informing strategic decision-making
* Spearhead the development and maintenance of strategic partnerships with industry stakeholders, key clients, and venues, fostering long-term relationships and driving business growth

 **Rush Street Gaming**

 **Customer Development Executive**  Chicago, IL Sept 2016-Jan2019

* Established and nurtured strong relationships with high-value gaming customers to drive incremental visits and increase revenue
* Strategically organized and hosted monthly VIP events tailored to diverse client segments, optimizing guest visits and profitability
* Achieved and exceeded annual and quarterly revenue goals, driving a consistent average 15% year-over-year growth

**MGM Resorts International**

 **Marketing Executive** Detroit, MI Dec 2014-Sept 2016

* Developed and grew a repeat customer base by implementing targeted marketing strategies, personalizing guest interactions, and providing exceptional service
* Collaborated with all MGM Resorts International properties to coordinate joint marketing initiatives, share best practices, and enhance guest experiences
* Surpassed annual revenue benchmarks by generating over $8M in theoretical win from customers, positioning the property for continued success and profitability

## Education

**The University of Iowa,** Iowa City, IA

B.A. Business Administration July 2011

## Special Skills

* Exceptional communication, organizational, and problem-solving skills
* Ability to adjust to multiple demands, shifting priorities, and rapid change
* Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)
* Experience with customer relationship management (CRM) software