VENKATA NAGA DINESH VADADA

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WORK EXPERIENCES

Area Director, Operations, Revenue, Corporate Strategy & Guest Relations Jan. 2025–Present
Transpark Hotels *Morrisville, NC*

- Lead digital marketing, sales, revenue, and analytics for a $40M+, 10-property portfolio; turn channel and customer performance into recommendations for ownership and executives.
- Managed corporate, group, OTA, and direct-channel strategy, reducing OTA dependency by 18 percentage points and growing direct and corporate revenue channels 24% year over year.
- Deployed a portfolio dashboard combining revenue, sales, operations, and guest satisfaction data to speed reporting and support same-day performance decisions.
- Presented quarterly performance reporting and growth plans to ownership and executive leaders, informing capital allocation and expansion decisions.

Data Engineer, Capital One (via Data Cloud Tek LLC) Feb. 2025–Nov. 2025
Capital One *Morrisville, NC*

- Built ETL pipelines for 50M+ daily transactions, reducing data latency from 24 hours to under two hours; developed 15+ dbt models in Snowflake to support analyst self-service.
- Automated data quality checks across 200K+ daily records, reducing incidents reaching downstream analytics 91%; built Power BI dashboards for eight business units.

General & Operations Manager May 2024–Jul. 2025
Transpark Hotels *Morrisville, NC*

- Designed search, social, and OTA campaigns for a five-property, $15M portfolio, increasing direct booking revenue 31% and reducing customer acquisition cost 19%.
- Analyzed customer behavior, competitive benchmarks, and live demand signals to guide pricing and channel strategy; developed 12-month forecasts for ownership.
- Built a multi-segment sales program across corporate RFPs, group business, transient demand, and wholesale lodging to diversify revenue sources.

Operations & Revenue Analyst Sep. 2023–Apr. 2024
Transpark Hotels *Morrisville, NC*

- Built a pricing and channel matrix for corporate, group, transient, and OTA segments; used breakeven and price-sensitivity analysis to support targeted rate decisions.
- Presented channel benchmarks, rate-parity analysis, and demand-based recommendations to sales leadership; recovered $50K+ in annual revenue leakage through billing reconciliation and disputes.
- Improved OTA listings, targeted advertising, and social content to expand the property's direct-booking funnel.

Operations Manager Intern Jan. 2023–Aug. 2023
Transpark Hotels *Morrisville, NC*

- Analyzed 18+ months of booking history for seasonal demand, high-value arrival windows, and price elasticity; prepared a visual management report.
- Built a dashboard covering occupancy, customer behavior, ADR, and operating KPIs, adopted as a standing management tool.

Graduate Research & Teaching Assistant Jun. 2022–Dec. 2022
University of Texas at Dallas *Dallas, TX*

- Taught SQL, Python, R, and Tableau to 80+ graduate students; supported research through data cleaning and model validation.

Risk Analyst, Marketplace Trust & Safety Aug. 2021–Nov. 2021
Amazon *Bengaluru, India*

- Used SQL and Python to analyze patterns across 100K+ daily transactions and automate monitoring, reducing manual investigation time 40%.

Service Advisor, Retail Banking & Wealth Management Dec. 2019–Jul. 2021
HSBC *Hyderabad, India*

- Designed a customer escalation and chargeback process adopted across two sites, cutting average handling time by three minutes per case.

EDUCATION

M.S. Business Analytics & Artificial Intelligence — University of Texas at Dallas — 2024
Continuing analytics studies — Harrisburg University
B.Tech. Electrical, Electronics & Communications Engineering — GITAM University — 2019

SKILLS

Marketing Analytics: Campaign and channel performance, customer segmentation, acquisition cost, retention, A/B testing, forecasting, pricing; **Data & Reporting:** SQL, Tableau, Power BI, Python, Snowflake, Excel, dbt, Airflow; **Methods:** Statistical analysis, model validation, data quality checks; **Certification:** HSMAI Certified Revenue Management Analyst (CRMA).