

# Dana W. Laratta

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## EXPERIENCE

<b>Golden Casino Group – Director of I.T.</b>	<b>10/10 – Present</b>
<ul style="list-style-type: none"><li>• Led analysts in administering three casino infrastructure, including VMWare virtual deployment, Compellent iSCSI SAN, Active Directory domain with ISA perimeter, and multiple SQL database servers.</li><li>• Measured and directed budget and scope for development, improvement, and installation projects, improved Virtual Drawing structure and deployed it at other corporate entities.</li><li>• Saved significant cost from Promotional kiosk database flaws and directed from revision through go-live.</li><li>• Directed departmental budget, internal and regulatory compliance, and front-line held desk support.</li><li>• Populated fully turned-over department, evaluating needs, interviewing, hiring, and managing talent.</li><li>• Implemented indoor/outdoor dynamic digital signage and lighting arrays on technical and creative levels.</li></ul>	
<b>Systems Analyst II</b>	<b>7/10 – 10/10</b>
<b>Self-Employed (Sole Proprietor) – Database Developer, Creative &amp; Social Media Consultant</b>	<b>9/09 – 7/10</b>
<ul style="list-style-type: none"><li>• SSRS and SQL development against Microsoft GP Dynamics CRM, including SQL 2005-2008 transition.</li><li>• Social media, animation, and website inbound marketing management utilizing Hubspot.com tools.</li><li>• Clients included Shuffle Master Intl., RemoteLearner.net, and Golden Casino Group.</li></ul>	
<b>CasinoSoft – General Manager</b>	<b>7/09 – 9/09</b>
<ul style="list-style-type: none"><li>• Strategized casino product development opportunities and direction with programmers and owners.</li><li>• Created the first knowledgebase of company's software and support issues, and outlined procedures for issue handling, bug reports, and client management using new web-based CRM suite.</li><li>• Galvanized personnel, assigned job responsibilities, and implemented disciplinary actions.</li><li>• Impressed client base with responsiveness, commitment to support, and problem-solving attitude.</li></ul>	
<b>Golden Casino Group – Marketing Manager</b>	<b>4/06 – 7/09</b>
<ul style="list-style-type: none"><li>• Improved business intelligence and information reporting by deploying web-based reports, developing code-level SQL stored procedures, and building Flash applications for dynamic signage.</li><li>• Designed animated media for signage, print media, edited audio, and wrote mail/radio/TV copy.</li><li>• Devised procedures, databases, and creative for direct mail marketing campaigns—exceeding \$1,000,000 per month in cash coupon liability—working closely with corporate directors and mail-house vendors.</li><li>• Consolidated three separate OLTP customer databases into one marketing OLAP database.</li></ul>	
<b>Systems Analyst</b>	<b>3/05 – 4/06</b>
<ul style="list-style-type: none"><li>• Administered LAN, servers, PCs and peripherals, and researched solutions to technology issues.</li><li>• Developed proprietary Virtual Drawing application for casino promotions utilizing SQL stored procedures, web-based interface, and dynamic Flash application for display to patrons.</li><li>• Upgraded servers and infrastructure, including cable runs, to complete slot system changeover from Bally SDS &amp; Casino Marketplace (Access) to Aristocrat OASIS (SQL) database products.</li></ul>	
<b>Golden Mardi Gras Casino – Slot Attendant (Lead)</b>	<b>6/02 – 3/05</b>
<ul style="list-style-type: none"><li>• Garnered excellent reviews in ensuring guest service and troubleshooting of slot machine equipment.</li></ul>	
<b>Security Officer</b>	<b>1/02 – 6/02</b>
<b>UPN 20 KTVD-TV – Promotions Producer</b>	<b>8/99 – 10/01</b>
<ul style="list-style-type: none"><li>• Coordinated visual branding effort—designed or animated motion graphics, logos, marketing and show packages, print and outdoor advertising, and new media graphics.</li><li>• Developed, launched and maintained Web site in-house, starting with code-level HTML editing.</li><li>• Produced, wrote, and edited spots for television and radio, using Avid non-linear editor.</li><li>• Originated creative for most successful direct response contest in station's history at that time.</li></ul>	
<b>Art Director</b>	<b>10/96 – 7/99</b>
<ul style="list-style-type: none"><li>• Designed promotion and marketing materials in Denver newspapers, TV Guide, billboard/transit/POP.</li><li>• Saved \$6,000+ annual outsourcing costs by moving print ad and sales material production in-house.</li><li>• Oversaw high volume sweeps print campaigns, at peak coordinating 36 designs in 174 total ad formats in 28 days, utilizing both original and provided creative.</li><li>• Organized graphic resources for all departments, resolving cross-platform issues and technical hurdles.</li></ul>	
<b>Kinko's – Computer Services Manager</b>	<b>8/95 – 11/96</b>
<ul style="list-style-type: none"><li>• Managed desktop publishing, graphic design, and Mac and PC support in a customer service atmosphere.</li></ul>	
<b>Sykes Enterprises, Inc. – Customer Support Technician</b>	<b>1/95 – 8/95</b>
<ul style="list-style-type: none"><li>• Facilitated end-user phone support for Apple Mac products including DOS Compatible PowerMac.</li></ul>	
<b>University of Northern Colorado – Company Member, Cartoonist</b>	<b>6/91 – 6/94</b>
<ul style="list-style-type: none"><li>• Contributed as cast, stage hand, grip, carpenter, costumer, set painter, board operator; Cartoonist.</li></ul>	
<b>Electronics Boutique – Sales Associate</b>	<b>11/88 – 9/90</b>

## EDUCATION

<b>New Horizons – Certification—Crystal Reports Level 1 &amp; 2</b>	<b>2007</b>
<b>Academy of Bartending and Casino Dealing – Certification—Poker &amp; Black Jack Dealing</b>	<b>2004</b>
<b>University of Northern Colorado – B.A. — Theatre Arts, Acting/Directing</b>	<b>1994</b>
<ul style="list-style-type: none"><li>• Acted, built sets, and directed proscenium and in-the-round productions.</li></ul>	
<b>Chatfield Senior High – Diploma with AP in English, History, and Spanish</b>	<b>1990</b>