

Patrick Lutz, Digital Marketing & Analytics

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Professional Summary

Data analytics graduate student building marketing intelligence that actually gets used — pipelines, dashboards, and automated workflows that help teams move from noise to clarity. Currently at PlayCore, developing Snowflake data infrastructure and Power BI reporting across multiple brands. Background spans digital marketing analytics, AI automation, and quantitative research. Drawn to roles where clean data and sharp design drive real marketing decisions.

Education

M.S. IN DATA ANALYTICS – <i>University of Tennessee-Chattanooga</i>	Expected 2026
SAS ACADEMIC SPECIALIZATION IN DATA ANALYTICS – <i>University of Tennessee</i>	Dec 2025
SAS STATISTICAL PROGRAMMING CERTIFICATE – <i>Florida State University</i>	May 2017
B.S. IN ECONOMICS – <i>Florida State University</i>	May 2015
<i>Minor: Statistics</i>	

Work Experience

DIGITAL MARKETING ANALYST – <i>PlayCore</i>	2026 - Present
• Built Snowflake SQL views to standardize HubSpot CRM data across PlayCore brands, reconciling deal stages and lifecycle data into unified master contact and deal tables for downstream reporting. • Developed a Power BI sales pipeline dashboard connected to Snowflake with DAX-driven KPI cards (qualified leads, pipeline value, avg deal size, lead velocity), rolling-average trend charts, and YoY comparisons to support cross-brand revenue analysis. • Designed a Power BI Digital Integrations Scorecard tracking integration points across ~40 portfolio brands with DAX scoring measures, KPI tier cards, and a color-coded status matrix for executive reporting.	
GRADUATE RESEARCH ANALYST – <i>UTC Rollins College of Business</i>	2025 - Present
• Built a Python web-scraper that automated data collection from 260+ municipal websites, generating structured text files for downstream NLP and GIS analysis • Improved operations for 200+ students by maintaining Excel datasets, organizing instructional content, and managing cloud-hosted lecture recordings.	
TEAM LEAD & DIGITAL MARKETING ASSISTANT – <i>Public House Bar & Restaurant</i>	2021 - 2025
• Revitalized the restaurant newsletter, doubling both subscriber growth and email open-rates within 12 months. • Launched a preference survey to 15,000+ clients, achieving a 50% response rate and producing 12+ reports that informed marketing and menu decisions.	

Work Portfolio

• Portfolio Website: Designed a personal site using HTML/CSS, AI-assisted coding, and custom UI/UX components, with visual layouts created in Adobe Illustrator and Canva. • ArcGIS Interactive Web App: Built an interactive map analyzing walkable park access across Chattanooga, integrating park locations with census-tract demographics. • Tableau Public Portfolio: Published 8+ dashboards and 10+ visualizations using Excel, SQL, and Python pipelines, covering healthcare, business development, and job-market trends.	
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Technical Skills

Programming/Data Analysis: Python, SQL, Snowflake, SAS, Excel, Tableau, Power BI, ArcGIS
AI & Automation: OpenAI, Gemini, Perplexity, GitHub Copilot, Microsoft Copilot
Developer Tools: Git, GitHub, VS Code, JupyterLab, Anaconda
Design and Productivity: Adobe Suite, Canva, Notion, Microsoft 365