

Melissa Desmarais

Revenue/Pricing Strategist

resume@melissadesmarais.com | Massachusetts, USA

LINKS

Website: melissadesmarais.com
LinkedIn: [/desmaraism](https://www.linkedin.com/in/desmaraism)

Technical Skills:

Data Analysis

Exploratory Data Analysis
Statistical Analysis
Trend Analysis

Databases & BI

SQL
Power BI
PostgreSQL
Access
Excel
ETL
Alteryx
SAP

Microsoft Office Suite

Excel with VBA
Word
PowerPoint

Business Skills:

Pricing Analysis
Competitive Analysis
Strategic Analysis
Financial Analysis
Business Intelligence
Syndicated Data (Nielsen, Numerator)
Revenue Optimization
Financial Accounting

Soft Skills:

Cross-functional Collaboration
Process Improvement
Project Coordination
Attention to Detail
Storytelling
Visual Communication
Team Mentoring
Critical Thinking
Communication & Negotiation
Stakeholder Management
Collaborative Decision
Strategic Leadership
Project Management

Results-oriented Revenue and Pricing Analyst with 25+ years of experience optimizing retail and hospitality operations. Proven ability to leverage data-driven insights to enhance profitability, manage costs, and drive sustainable growth. Skilled in leading cross-functional teams, collaborating effectively, and implementing strategic pricing initiatives. Demonstrated expertise in data analysis, project management, and fostering a culture of innovation.

PROFESSIONAL EXPERIENCE

June 2024-PRESENT

Lead Pricing Analyst | BJ's Wholesale Club Inc | Marlborough

- **Increased Revenue Through Strategic Pricing:** Continue to drive profitable growth at BJ's Wholesale Club through strategic pricing initiatives, building on past successes that resulted in margin increase and substantial revenue boost for FY24.
- **Championing Process Improvement and Cost Optimization:** Lead the ongoing enhancement of the GM pricing strategy framework to streamline processes and identify cost-saving opportunities through vendor re-evaluation.
- **Collaborative Leadership:** Demonstrate collaborative leadership by mentoring team members and optimizing pricing strategies with vendors, focusing on new initiatives to sustain growth.
- **Strategic Vendor Acquisition:** Successfully secured C-suite approval and led the RFP process for a new competitive intelligence vendor, resulting in a strategic partnership that will enhance market insights and inform data-driven decision making.

NOVEMBER 2020-June 2024

Senior Pricing Analyst | BJ's Wholesale Club Inc | Marlborough

- **Strategic Pricing Achievements:** Played a pivotal role in executing strategic pricing initiatives at BJ's Wholesale Club, leading to a substantial margin increase and revenue increase for FY24.
- **Efficiency Improvements:** Successfully implemented a new pricing strategy framework, achieving a significant annual efficiency gain through streamlined processes.
- **Process Improvement and Leadership:** Key contributor to the development of the GM pricing strategy framework, facilitating faster launches and leading cross-team pilots and performance analysis, resulting in streamlined processes and cost optimization.
- **Strengthened Market Competitiveness:** Conducted in-depth category reviews and proposed strategic pricing adjustments, driving increased sales while maintaining pricing clarity and securing a competitive advantage in the market.

JANUARY 2016-OCTOBER 2020

Sr Manager Revenue Optimization | HMS HOST Intl | Bethesda

- **Revenue Growth Champion:** Successfully implemented a new pricing strategy, leading to a notable annual revenue increase of over \$35 million. This accomplishment underscores my capacity to translate strategic vision into measurable financial gains.
- **Strategic Support for High-Volume Branches:** Offered comprehensive assistance to high-volume branches with annual sales surpassing \$700 million. Expertise encompassed menu development, optimization, pricing analysis, local marketing, and price sweeps, ensuring maximal profitability for these pivotal accounts.
- **Diverse Brand Analytics Expertise:** Utilized extensive brand analytics proficiency across diverse restaurant chains, such as Popeye's, Roy Rogers, Burger King, and Tim Hortons. This broad exposure enables me to flexibly apply my skills to novel contexts, fostering a comprehensive comprehension of consumer behavior and market trends within the foodservice sector.

JANUARY 2016-OCTOBER 2020

Sr Manager Revenue Optimization | HMS HOST Intl | Bethesda Continue..

- **Team Management:** Directed a team that included the Manager of Revenue Optimization, fostering a collaborative environment to drive strategic initiatives. Mentored and supported team members in developing their skills and achieving departmental goals, ensuring alignment with overall business objectives. Promoted a culture of continuous improvement and open communication to enhance team performance and deliver impactful results.

SEPTEMBER 2013 — JANUARY 2016

Sr Manager Managed Order Guides - Supply Chain | HMS HOST Intl | Bethesda

- **Enhanced Reporting & Informed Decision-Making:** Developed and maintained a comprehensive supply chain reporting system, including contract compliance and cost changes. This system facilitated informed decision-making by providing leadership with clear and up-to-date data.
- **Increased Efficiency and Cost Savings:** Successfully reduced the turnaround time for cost optimization reporting by 50%. This significant improvement allowed for faster identification and implementation of cost-saving measures.
- **Champion of Smooth Transitions:** Proactively developed tracking tools to ensure a smooth transition to Foodbuy, minimizing disruption for field locations. This demonstrates my ability to anticipate challenges and implement solutions that ensure business continuity.

MARCH 2013 — SEPTEMBER 2013

ERP Analyst | HMS HOST Intl | Bethesda

- **Automated Reconciliation Efficiency Boost:** Facilitated the development and implementation of automated reconciliation between the sales audit system and PeopleSoft, resulting in annual savings of 504 labor hours for the company.
- **Streamlined Uploads Collaboration:** Collaborated with PeopleSoft Developers and functional teams on Excel to PeopleSoft uploads for AR and Billing, saving HMS Host 1200 labor hours annually.

DECEMBER 2007- MARCH 2013

Revenue Accounting Analyst | HMS HOST Intl | Bethesda

- **Standardized Accounting Practices:** Optimized revenue accounting processes for a \$2.6 billion travel services company, leading a team of 5 to improve efficiency and financial controls.
- **Improved Efficiency & Team Management:** Streamlined revenue accounting processes and managed a team of five, ensuring efficient credit card connectivity for over 2,000 locations and resolving escalated customer and business disputes.

JANUARY 2002- NOVEMBER 2003

Treasury Assistant | Development Alternatives Inc | Bethesda

- **Enhanced Project Management System:** Developed a customized accounting system for over 30 overseas projects, ensuring accurate bank reconciliations and efficient financial operations.
- **Recovered Significant A/R:** Successfully recovered over \$10 million in outstanding accounts receivable within the first six months, demonstrating a strong focus on collections and revenue optimization.

JANUARY 2000- JANUARY 2002

Accountant | RAC Solutions | Bethesda

- **Strong Foundation in Accounting:** Provided comprehensive accounting and operational support for a growing \$6.9 million computer rental and networking company.
- **Cross-Functional Expertise:** Led diverse functions, including general accounting, office management, logistics, and sales support, showcasing adaptability and a multi-skilled approach.
- **Promoted to Full-Time Role:** Earned a promotion from intern to full-time accounting professional, highlighting the quality of work and professionalism during the internship.

EDUCATION

Bachelor of Science, Business Management & Accounting | Castleton University |Castleton

- Leveraged a curriculum in financial accounting, cost accounting, and business law to develop a comprehensive skillset for success in accounting and business.

REFERENCES

Available upon request.