

Dana Laratta

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Denver, CO

EXPERIENCE

Century Casino & Hotel <i>Marketing Manager</i> ♦ Specific information on this position and its associated accomplishments is only available at request.	Century Casinos (CNTY), Central City, CO <i>June 2011 – Present</i>
Golden Casino Group <i>Director of I.T.</i> ♦ Upgraded all department operations and resolved persistent issues via smartly budgeted upgrades. ♦ Programmed, deployed, or supported all current and new technology, including virtualization and storage, automated marketing and transactional kiosk systems, and external signage and LED area lighting. ♦ Restored full regulatory compliance using SQL reporting joining IT job tracking and CRM systems. ♦ Staffed and retrained department after full turnover upon my arrival, personally filling all labor gaps.	Golden Gaming, Inc., Black Hawk, CO <i>October 2010 – June 2011</i>
Self-Employed Consultant (Sole Proprietor) ♦ Developed, trained and consulted clients on business intelligence, digital media/signage, and marketing. ♦ Clients included: Remote-learner.net, G.C.G., SHFL Entertainment (formerly Shuffle Master Int'l, Inc.)	September 2009 – October 2010
CasinoSoft <i>General Manager</i> ♦ Instituted 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. ♦ Galvanized personnel and impressed client base with responsiveness and commitment to support.	Casino Software Solutions, LLC., Denver, CO <i>July 2009 – September 2009</i>
Golden Casino Group <i>Marketing Manager</i> ♦ Clarified business intelligence, deploying web-based reports, SQL databases, Crystal Reports, etc. ♦ 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. ♦ Invented process to consolidate separate OLTP databases into one marketing OLAP database. ♦ Designed animated media for HDTVs and outdoor LEDs, edited audio, and wrote mail/radio/TV copy. <i>Systems Analyst</i> ♦ Developed proprietary Virtual Drawing application for casino promotions utilizing SQL stored procedures, Business Object Infoview interface, and dynamic Flash application for display to patrons. ♦ Upgraded servers and infrastructure, including cable runs, to complete slot system changeover from Bally SDS & Casino Marketplace (Access) to Aristocrat OASIS (SQL) database products. <i>Slot Attendant (Lead)</i> <i>Security Officer</i>	Golden Gaming, Inc., Black Hawk, CO <i>April 2006 – July 2009</i> <i>March 2005 – April 2006</i> <i>June 2002 – March 2005</i> <i>January 2002 – June 2002</i>
UPN 20 KTVD-TV <i>Promotions Producer</i> ♦ Coordinated visual branding effort—animating motion graphics and designing logos, marketing and show packages, print and outdoor advertising, and new media graphics. ♦ Launched station Web site in-house with code-level HTML editing and Photoshop. ♦ Produced, wrote, and edited spots for television and radio, using Avid non-linear editor. ♦ Produced creative and spots for most successful direct response contest in station's history at that time. <i>Art Director</i> ♦ Designed promotion and marketing materials in Denver newspapers, TV Guide, billboard/transit/POP. ♦ Managed high volume sweeps print campaigns, at peak coordinating 36 designs in 174 total ad formats in 28 days, utilizing original, network, and syndicated creative.	Newsweb, Inc., Denver, CO <i>August 1999 – October 2001</i> <i>October 1996 – July 1999</i>

EDUCATION

New Horizons <i>Certification—Crystal Reports Level 1 & 2</i>	Denver, Colorado <i>2007</i>
Academy of Bartending and Casino Dealing <i>Certification—Poker & Black Jack Dealing</i>	Denver, Colorado <i>2004</i>
University of Northern Colorado <i>B.A. — Theatre Arts, Directing</i> ♦ Produced, directed, and promoted both a one-act proscenium and a full-length in-the-round play. ♦ Production management, stage management and carpentry, costuming, light & sound, cartoon strip.	Greeley, Colorado <i>1994</i>
Chatfield Senior High ♦ Advanced placement with college credit in English, American History, and Spanish.	Denver, CO 1990