**Thomas (Tommy) Garner**

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**EDUCATION**

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| **The University of Texas at Austin****New York University + Yellowbrick** | Bachelor of Business Administration, Business AnalyticsMinor: Media and Entertainment Studies, Analytics & Business of SportsGPA: 3.7534Music Industry Essentials Online Certificate |  May 2025 April 2024 |
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**WORK EXPERIENCE**

**iHeartMedia**  – *Promotions Team*; Austin, TX September 2023 – Present

* Analyzed social media metrics to drive 15% increased engagement across 10k+ follower accounts
* Created data-driven promotional content, tracking performance metrics to optimize campaigns
* Collaborated with AV tech crew to host Longhorn Weekly coach’s show with UT Athletics faculty for 50+ live attendees
* Produced and edited over 500 audio spots using Adobe tools, ensuring consistent delivery of key advertising messages
* Resolved 100+ customer support emails and troubleshooting during ticket distribution and contacting contest winners
* Shadowed AM 1300 local sports show board operator during live shows using Sound+ software

**Maple Street Biscuit Company** – *Team Member*; Orlando, FL June 2023 – July 2023

* Developed strong multitasking abilities by taking orders, processing payments, and maintaining cleanliness and organization
* Referred four Kaleo participants resulting in successful onboarding and improved efficiency to demonstrate networking skill

**Universal Studios Orlando** – *Quick Service Associate*; Orlando, FL May 2022 – July 2022

* Facilitated 8 new employee trainings within 8 weeks to reduce idle time during prime hours and improve workflow
* Handled customer complaints and provided alternatives/solutions to deliver on quality service and expectations

**PROJECTS**

**NBA Playoff Scheduling Project** – *Personal Project* December 2024 – Present

* Designed a dynamic web-scraping model using Python libraries (Pandas, Selenium) to extract, process, and validate schedules from NBA venue websites, focusing on potential playoff conflicts
* Automated the storage and organization of event data into an Excel file to optimize later schedule creation and analysis

**SeatGeek Ticket Pricing Analysis**– *Personal Project* October 2024

* Performed exploratory data analysis on SeatGeek ticket sales sourced from AWS Marketplace using Python
* Developed machine learning models (Linear Regression and Random Forest) to predict ticket sales with 60% accuracy
* Analyzed price elasticity of demand, highlighting buying periods and behaviors for recommended dynamic pricing strategies
* Visualized ticket trends and seating insights using Matplotlib, Seaborn and Photoshop to identify revenue drivers

**CREATIVE EXPERIENCE**

**AM 1300 The ZONE** – *Social Media Management*; Austin, TX October 2024 – Present

* Created IG Reels reaching 8k views/5k accounts reached on 1.5k-follower account, 2.5k accounts reached in 1 month

**Texas StuMo** ­­­– *Worship Leader*; Austin, TX September 2023 – Present

* Coordinated 5 rehearsals and created agendas/setlist for meetings to host one worship night for 30+ students in semester

**VOLUNTEERING**

**Austin Stone** – *AV/Tech, Setup/Teardown Worship Volunteer* August 2023 – Present

**SXSW** – *Registration Team Volunteer* March 2023

**ADDITIONAL INFORMATION**

**Technical Tools:** Python, SQL, RStudio, Adobe Suite, Microsoft Office Suite, Google Drive, Canva, ChatGPT

**Analytics Skills**: Data Visualization, Trend Analysis, Optimization Modeling, Statistical Reporting

**Interests:** Christian, Indie Concerts, San Antonio Spurs, Guitar, Disc Golf, Reading

**Work Eligibility:** Eligible to work in the U.S. with no restrictions