Leon Friebel

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EDUCATION

Dickinson College   **Carlisle, PA**

B.S. in Quantitative Economics (STEM) a. B.A. in International Business & Management Double Major   *Expected Graduation, December 2025*

- o **GPA:** 3.5/4.00
- o **Awards/Scholarships:** Global Campus Scholarship, Dean's List (Fall 2023, Spring 2024)
- o **Related Coursework:** Managerial Decision Making, Empirical Finance, Marketing, Real Estate Finance and Investments, Fundamentals of Accounting, Big Data in Business, Profiles in Leadership, Macroeconomics, Microeconomics, Behavioral Economics, Econometrics

SKILLS

Language: English, German (Fluent)

Computer: Financial Models, Financial Statements, Portfolios, Regression Analysis, PowerPoint, Excel, MS Suite, Adobe Photoshop, Adobe Premiere

Marketing & Business Strategy: Market Research, Data Analytics, Growth Strategy, Social Media Engagement

Programming: R (Data Wrangling, ggplot2, dyplr, shiny, tidyr), Python, Stata

WORK EXPERIENCE

Dickinson College   **Carlisle, PA**

Data Analytics Internship   *June 2024 – Aug 2024*

- Conducted research on momentum in American football to predict win probability and enhance play call efficiency for coaches.
- Independently developed an Algorithm in R to quantify momentum and built an R Shiny App to visualize results.
- Created an interface for coaches apply momentum analysis live in games, increasing decision-making efficiency.
- Implemented AI-driven data workflows to streamline analysis and improve usability.

Diakonie Germany   **Schwaebisch Hall, Germany**

Volunteer   *Sep 2019 – Jun 2021*

- Adapted to evolving needs of people with disabilities, ensuring a flexible and person-centered approach.
- Coordinated events, workshops, and support groups for individuals and families.
- Facilitated communication efforts during Covid19 to improve transparency and organizational efficiency.

ACADEMIC PROJECTS

Big Data Consulting Project   **Carlisle, PA**

Project Manager   *Aug 2023 – Dec 2023*

- Led a consulting project optimizing operations for a Japanese restaurant leveraging big data analysis.
- Created R script to analyze large datasets identifying trends to enhance revenue and efficiency.
- Developed insights to optimize menu offerings and shift scheduling.
- Build regression models to predict sales, order cancelations and order duration, leading to a 10% increase in revenue.

Marketing Strategy Project   **Carlisle, PA**

Project Manager   *Jan 2023 – May 2023*

- Conducted market research to assess product positioning and brand engagement for a pacifier start up in Canada.
- Applied competitive analysis techniques to identify growth opportunities for small businesses.
- Designed and analyzed a social media marketing campaign.

ACTIVITIES AND LEADERSHIP

Student Athlete Advisory Committee   **Carlisle, PA**

Board Member   Jan 2024 - Current

- Serve as a committee representative for the varsity football team, communicating key takeaways to entire team.
- Facilitated communication between athletic administration and student-athletes on campus, while serving as the voice of the football team on this committee.

Dickinson College Football Team   **Carlisle, PA**

Student Athlete   *Jan 2022 – Current*

- Initiate team decision-making, problem-solving and contribute to a cohesive and focused team environment.
- Foster teamwork and leadership within a diverse multinational team.
- Adapt quickly to changing game situations and opponent strategies.
- Balance a demanding athletic schedule with academic commitments.

Schwaebisch Hall Unicorns   **Schwaebisch Hall, Germany**

Assistant Coach   *Jan 2020 – Dec 2021*

- Developed and executed game plans, resulting in ranking 3rd in Germanys highest American Football Division.
- Conducted player evaluations and provided individualized feedback to improve performance.
- Role model and leader for young players.

Interests

Hiking, Skiing/Snowboarding, Mountain biking, Golf