

ELIZABETH FENDER

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SPORTS ANALYTICS AND MANAGEMENT

Multidisciplinary problem solver sitting at the intersection of statistics, technology and business with operations, consulting and strategy development experience

- Python, Excel, SQL
- B2B | B2C Relationships
- Marketing Strategy
- Project Management
- Business Intelligence
- Root-Cause Analysis
- Finance | Economics
- Stakeholder Engagement
- Data Analysis

PROFESSIONAL EXPERIENCE

AMERICAN UNIVERSITY, Kogod School of Business

2020 Master of Science, Sports Analytics and Management Candidate

01/2019 – Current

- Developed comprehensive marketing plan for early stage venture start-up to guide go to market strategy.
- Created cost benefit analysis to examine impact of season length on franchise profitability.
- Blended Nielsen, census and industry data to accurately segment sport consumers, producing Over the Top technology solution designed to elevate consumers through a brand affinity pyramid.
- Directed activities of 3 consultant academic team from concept to completion. Independently manage client communications, authoring high-quality documents resulting in project graded 'Exceptional'.
- Conducted operations research using 150K observation dataset to identify leadership roles holding significant potential to impact end of season win percentage.
- Authored a research driven operations strategy to improve internal systems, public relations and profitability by facilitating cross-cultural communication. Examined sport franchise ownership as case study for systemic racism.
- Designed change management strategy for federal agency in response to RFP. Implementation approach required development of systems of accountability, business system alignment and comprehensive training strategy.
- Supervised a 3 person team through launch of new product line for Series-A stage startup. Delivered comprehensive marketing plan with implementation strategy to stakeholders.
- Scrum master for fast paced remote team developing HomeSafe mobile app from ideation to version 2.

CASCADE FLAG FOOTBALL, National Gay Flag Football League

Director of Finance

3/2017 – Current

- Provide director level oversight, developing sustainable budget while balancing ambitious growth plan and long term objectives with immediate needs.
- Executed 3 year financial strategy to grow reserves from zero to \$35,000, equal to 1 year operating costs.
- Supervise all financial activities, including fundraising committee, procurement, compliance and risk management.

UNITED PARCEL SERVICE (Contract)

Seattle South Coordinator, Engineering and Planning Logistics

10/2018 – 12/2018

- Independently designed business processes and support tools while communicating daily with stakeholders at multiple layers. The 4-month contract was completed 3 weeks ahead of schedule and 65% under budget.
- Acted as team lead to identify redundant processes, providing clarity to intended procedures. Implemented project improved on-time departure rate to 95% removing disruption from workday of 83 drivers.
- Identified opportunities to reduce seasonal helper utilization. Decreasing seasonal staffing demand from 143 to 78.

AXA ADVISORS, LLC

Finance Strategist

05/2016 – 12/2016

- Utilized quantitative analysis of financial reports, including cash flow analysis, debt ratios and industry metrics to design economic strategy and project desirability, communicating recommendations to senior leaders and investors.
- Acted as a trusted advisor to mid-stage startups utilizing consulting best practices, such as negotiation, communication, listening and needs analysis to guide CFO's through decision making processes relating to human resource and financial strategy, balancing costs with growth strategy.
- Leveraged data analysis skills, tracked project performance against KPI's. Communicated results to senior leadership delivering customized corporate financial strategy.

KEYBANK

Relationship Manager

10/2014 – 05/2016

- Transformed a 60-year old retail banking portfolio into highly profitable customer base, improving relationships with business leaders by coaching existing clients into efficient financial systems.
- Identified key customer needs, conducted research to support small and medium sized business clients.
- Exceeded weekly sales average by 200% and consistently earned #1 regional ranking for customer experience, credit card services, opening up 4 times more new business accounts compared with peers.
- Analyzed large quantitative financial data sets to create robust models for new product cross-selling opportunities, growing average products in household 35%.
- Critically analyzed internal business performance, improved customer focus, increased service KPI 184% established standard of continuous improvement in service to create a superior customer experience.

EDUCATION

AMERICAN UNIVERSITY M.S. Sports Analytics and Management	2020
WASHINGTON STATE UNIVERSITY B.A. Management Information Systems (MIS)	2008
UNIVERSITY OF CALIFORNIA, IRVINE Certificate in Business Analysis	2016

CREDENTIALS, CERTIFICATIONS & CONTINUING EDUCATION

INTERNATIONAL INSTITUTE OF BUSINESS ANALYSIS (IIBA)

Managerial Economics Project Management Budgets Risk Analysis	March 2020
MICROSOFT Excel	February 2017 November 2017 October 2019
NATIONAL ASSOCIATION STATE BOARD OF ACCOUNTANCY Statistics	November 2017
GOOGLE ANALYTICS Marketing Analytics: Certificate in Full Marketing Research	April 2018
MOBILE MARKETING Strategy Creation	January 2019
ARTIFICIAL INTELLIGENCE FOUNDATIONS Thinking Machines	February 2019
CLOUD COMPUTING Core Technology Concepts	February 2019
DATA SCIENCE Problem Framing Asking Great Questions	September 2019
BUSINESS ANALYTICS Prescriptive Analytics Learning Public Data Sets	September 2019
O'REILLY SQLite	December 2019