

# Soren Laney

Chief Financial Officer

251 E Dry Creek Rd  
(541) 580-9613  
soren@laneymedia.org

## EXPERIENCE

### Laney Media, Denver, CO — CFO

October 2019 - Present

- Built out financial systems and models.
- Developed financial strategies for business expansion
- Developed analytics to track revenue streams
- Created and maintain MRR

### Apptive Environmental, Provo, UT — Direct Sales Manager

April 2019 - Present

- Trained and managed twelve first year representatives in sales psychology, customer service, and retention.
- Managed and sold over \$250,000 in revenue within 6 months to meet company KPIs.
- Built and managed Wordpress website to generate leads and traffic for position recruitment, using Google SEO, Instagram, and Facebook Ads Manager.

### Orencia, Sutherland, OR — Draftsman

May 2015 - April 2017

- Collaborated with engineering, sales, production and manufacturing departments to create accurate up to date drawings of all current products.
- Developed and implemented best practices for a new cloud based integrated system.

## SKILLS

Advanced excel skills (i.e. if formulas / pivot tables / macros etc.)

Sales Psychology and  
Interpersonal Communication

Wordpress

R studio & Data Wrangling

Python - DataScience

Google and Pinterest SEO

## Education

### Brigham Young University - Idaho, Rexburg, ID — Data Science & Finance

September 2019 - Present

Obtaining my bachelors in Data Science with courses in statistics, finance, machine learning and programming.

### Umpqua Community College, Roseburg, OR — Generals

MONTH 2014 - MONTH 2017

Completed many of my general credits here while attending Roseburg High School.

## LANGUAGES

Fluency in English and  
Portuguese

