

Rowan Belden

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EDUCATION

University of Denver, Daniels College of Business	Denver, CO
<i>Bachelor of Science, Business Administration – Business Analytics</i>	Expected Graduation: June 2024
• GPA: 3.80	
University of Maastricht	Maastricht, Netherlands
<i>Scholarship Program, Economics Curriculum</i>	August 2022 – December 2022
Lyons Township High School	LaGrange, IL
• GPA: 4.75	May 2020

PROFESSIONAL EXPERIENCE

The Desire Company	Chicago, IL
<i>Data Analyst Intern</i>	Summer 2023
<ul style="list-style-type: none">Identified patterns, trends, and outliers using data analytics that resulted in stronger user engagement on websiteUtilized GA4 to extract valuable data, informing strategic decisions and enhancing overall website performancePlayed a key role in refining the B2B website, focusing on improving user engagement and conversion rates	
Fairfield Inn & Suites	Denver, CO
<i>Front Desk Manager</i>	Summer 2022
<ul style="list-style-type: none">Oversaw guest registration, reservations, and other clerical duties with a focus on quality and courtesyOperated a computer reservation system, updating information as rooms were assignedSuccessfully managed manual procedures for all guests through computer failure	
Oberweis Dairy	Western Springs, IL
<i>Supervising Team Member</i>	June 2019 – August 2020
<ul style="list-style-type: none">Led team members and managed store operationsCompleted training of new team membersCollaborated with management to improve store operations and procedures and advance as a leader	

LEADERSHIP AND COMMUNITY INVOLVEMENT

Chancellor Scholarship	University of Denver
<i>Annual, highest DU merit scholarship awarded for academic excellence</i>	August 2020 – Present
Pi Kappa Phi	University of Denver
<i>Member</i>	May 2021 – Present
Illinois AP Scholar	Lyons Township High School
<i>Recipient</i>	June 2020
West Suburban Bulls Rugby Team	La Grange, IL
<i>Team Leader</i>	January 2016 – June 2020

SKILLS

Language: Proficient in Spanish

Computer: Microsoft Office Specialist Certification, Experience with SQL, PowerBI, Tableau, Python, Visio, R

Courses taken:

- B2B Marketing
- Business Modeling
- Information/Database Management
- Project Management & Simulation
- Data Warehousing and Business Intelligence