

Chance Fry

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SUMMARY

Analytical professional with a Bachelor's in Business Administration and hands-on marketing analytics experience. Proficient in SQL, Tableau, and Python, delivering data-driven insights to inform decisions and optimize performance. Experienced in building and interpreting predictive models while collaborating across teams to uncover growth opportunities. Committed to enhancing customer experiences through advanced data strategies.

SKILLS & CERTIFICATIONS

- **Data Analytics Tools:** Excel (Pivot tables, VLOOKUP, Macros, Financial), Power BI, Tableau, SQL, SAS Enterprise Miner, Microsoft Office Suite, Data Visualization
- **Programming & Scripting:** Python
- **Core Competencies:** Data Analysis, Content Creation

WORK EXPERIENCE

Takes <i>Marketing Analyst Intern</i>	Jan 2025 - May 2025 Remote
• Analyzed niche sports markets to uncover high-potential growth areas and drive data-informed content enhancements for increased user engagement.	
• Collaborated with executive leadership (CEO, CPO) to translate market insights into strategic recommendations, supporting smarter decision-making.	
Stonehill College <i>Marketing & Promotions Intern</i>	Jan 2025 - Apr 2025 Easton, Massachusetts
• Conducted competitive analysis of collegiate volleyball programs to identify target demographics and inform marketing strategies addressing attendance challenges.	
• Designed a data-backed fan engagement blueprint incorporating loyalty programs and alumni-student connection initiatives, elevating fan interaction.	
• Developed a comprehensive implementation roadmap with detailed resource allocation and staffing requirements, optimizing operational efficiency for game days.	
Stonehill College <i>Learning Assistant- Marketing</i>	Sep 2024 - Dec 2024 Easton, Massachusetts
• Facilitated Q&A-based review sessions for over 30 students, enhancing comprehension of marketing concepts and supporting improved exam performance.	
• Created structured recap materials that clarified lecture content and strengthened student preparation for examinations.	
Ryan Designs <i>Event Technician</i>	Jun 2021 - Present West Warwick, RI
• Assembled and installed wedding decor and lighting for 100+ events, ensuring high client satisfaction through precise execution.	
• Implemented a streamlined process to expedite event setup, achieving an average of 3 setups per day and enhancing productivity.	
• Executed high-end event setups for luxury weddings and celebrity clients, employing advanced lighting techniques and decor strategies to elevate event ambiance.	

EDUCATION

Stonehill College <i>Bachelor's of Science, Business Administration</i>	Aug 2021 - May 2025 Easton, Massachusetts
• GPA: 3.2 • Achievements: Minor: Data Analytics	

PROJECT EXPERIENCE

Consultant Old Colony YMCA	Sep 2024 - Dec 2024 Easton, MA
• Proposed four alternatives to traditional visitor kiosks after evaluating user interaction and cost efficiency	
• Identified cost-saving opportunities that could reduce operational expenses by up to \$15,000 annually.	
• Engineered a comprehensive competitive analysis map through Python coding, visualizing market positioning against 15 local competitors in fitness, aquatics, and daycare sectors.	
USAPL 2023 Junior Powerlifting Rankings USAPL	Oct 2023 - Jan 2024 Easton, MA
• Developed an interactive Power BI report analyzing performance for a specific weight class in a powerlifting competition.	
• Integrated competition results data to visualize rankings, individual lift statistics, and total scores.	
• Utilized charts, scorecards, slicers for dynamic analysis across age groups and lifts.	

CERTIFICATION

- Excel Certification Proficiency