

Daniel Barir Jensen

New York, NY, 10011 | (646) 819-3216 | daniel.barir@columbia.edu | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Highly driven data analyst well-versed in SQL, Tableau, Python, and Excel, with over two years of unique work experience in the sports industry, concentrated in analytics and strategy. Looking for a workplace environment with an established presence in data analytics, where I can utilize and continue to grow my technical skillset by solving a wide array of business problems.

EDUCATION

Columbia University | New York, NY | *Master of Science in Sports Management* Expected Dec '22

- **Concentration:** Sports Analytics & Business Intelligence
- **Current GPA:** 4.06

University of Virginia, McIntire School of Commerce | Charlottesville, VA | *Bachelor of Science in Business* May '19

- **Concentration:** IT & Marketing with track in Business Analytics
- **GPA:** 3.55
- **Division 1 Athletics:** University of Virginia Varsity Men's Soccer

WORK EXPERIENCE

AFC Ajax (North America) | Brooklyn, NY Aug '22 – Dec '22

Business Development Analyst (Fall Intern)

- Developed Go-to-Market strategy for AFC Ajax Mobile App in collaboration with app developer Plankk.
- Maintained and updated CRM spreadsheets accounting for +1,000 current and prospective partners.
- Secured 15 local partnerships through direct e-mail campaign for beta version of mobile app (total sales value of ~\$200K).
- Presented monthly progress reports on short-term operational goals to AFC Ajax board members.

Orlando City SC | Remote, NY June '22 – Aug '22

Performance Data Analyst (Summer Intern)

- Extracted and cleaned +12,000 rows of data from Orlando City's scouting API to prepare for statistical analysis.
- Built matrices for absolute and percentage change in annual KPI performance for +1,000 players.
- Developed regression models in Excel for each of the club's 13 positional profiles to predict changes in player performance when a player transfers from one professional league to another.
- Provided strategic recommendations to the technical staff with revisions to club's current scouting and recruitment models.

Boldklubben af 1893 (B.93) | Copenhagen, Denmark Aug '20 – Sep '21

Head of Talent Development

- Led a 30% mark increase in club strategy, 20% mark increase in talent identification and an overall 11.6% increase in club academy score in the Danish National Football Association's annual audit of professional academies in Denmark. As a result, B.93 became the first ever Danish 2nd Division soccer club to be awarded a three-star license.
- Chaired quarterly Senior Director meetings to discuss progress on short-term operational goals and long-term strategic goals.

Business Development Analyst

Jan '20 – July '20

- Led ~15% of total sponsorship revenue for FY 2020.
- Designed new sales materials highlighting value propositions for prospective sponsors, partners and members of the B.93 Commercial Network.
- Planned and executed monthly networking meetings (~25 companies represented) and other sponsorships arrangements.

Professional Football (Soccer) Player

June '19 – June '21

- Placed 2nd in the challenge for promotion to 1. Division and qualified to the Quarterfinals of the Danish Cup.
- Devoted min. 20 hours per week to team training sessions and competitive matches alongside working full-time job.

SKILLS & INTERESTS

Skills: SQL, Tableau, Python, MS Office Suite Including Excel, Google Sheets, RapidMiner, Canva.

Certificates: Python Data Structures (University of Michigan, Oct '19), Data Analytics Professional Certificate (Google, Nov '22)

Languages: English (native), Danish (native), Hebrew (fluent), German (intermediate).

Interests: English Premier League Football, Watches, Fashion, Greek Mythology.