

# 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, R, 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 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 Intern*

- Maintaining and updating database and spreadsheets accounting for +1,000 current and prospective partners.
- Providing market intelligence and identifying new opportunities in the North America market and competitor's activities.
- Executing short-term projects including asset packaging, grassroots initiatives, kit launches, and the development of the Ajax Player Development App.

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

*Data Analyst Intern*

- Extracted and cleaned +12,000 rows of data from Orlando City's scouting API to prepare for statistical analysis.
- Analyzed correlations between key player performance metrics (KPI's) year-over-year for +1,000 players and provided strategic recommendations to the technical staff regarding revisions to the club's current scouting and recruitment models.
- Developed regression models 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.

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

*Head of Talent Development*

- Led a 30% mark increase in strategy and business model, 20% mark increase in talent identification and an overall 11.6% increase in club academy score in DBU's (Danish National Football Association) annual audit of professional academies in Denmark. As a result, B.93 became the first ever Danish 2<sup>nd</sup> 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 Manager*

Jan '20 – July '20

- Brought in ~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

- Devoted min. 20 hours per week to team training sessions and competitive matches alongside working full-time job.
- Placed 2<sup>nd</sup> in the challenge for promotion to 1. Division. Won 2 out of 3 games against Superliga (highest tier in Denmark) opponents and qualified to the Quarterfinals of the Danish Cup as the only 2<sup>nd</sup> Division team.

## ADDITIONAL INFORMATION

---

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

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