

Daniel Barir Jensen

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

SUMMARY

Highly motivated data analyst with 2+ years of specialized experience in the sports industry, focused on strategy and revenue optimization. Seeking a dynamic work environment with a strong focus on data-driven decision making, where I can apply and enhance my technical skills by tackling diverse business challenges.

SKILLS & CERTIFICATES

Skills: SQL, Tableau, Python (Pandas, NumPy, Matplotlib, TensorFlow), R (Ggplot2, Tidyverse), MS Office Suite Including Excel.

Certificates: Python Data Structures, Data Analytics Professional Certificate, Supervised Machine Learning: Regression and Classification.

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

EDUCATION

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

- **Concentration:** Sports Analytics & Business Intelligence
- **GPA:** 4.0/4.0

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:** 3.6/4.0
- **Division 1 Athletics:** University of Virginia Varsity Men's Soccer

WORK EXPERIENCE

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

GTM Strategy 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.
- Negotiated 15 partnerships through direct e-mail campaign for beta version of mobile app (potential sales value of ~\$200K).
- Presented monthly progress reports on short-term operational goals (KPIs) to AFC Ajax board members.

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

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

Strategy Consultant

- Achieved a 30% mark increase in club strategy and a 20% increase in talent identification, resulting in an overall 11.6% increase in the Danish National Football Association's annual audit of professional academies. B.93 was subsequently awarded a three-star license, making it the first Danish 2nd Division soccer club to receive this honor.
- Chaired quarterly Senior Director meetings to review progress on short-term operational goals and long-term strategic goals.

Business Development Analyst (Sponsorship Strategy) Jan '20 – July '20

- Generated ~15% of total sponsorship revenue for FY 2020 by designing new sales materials that effectively communicated B.93's value propositions to prospective sponsors, partners, and members of the B.93 Commercial Network.
- Planned and executed monthly networking meetings with an average of 25 represented companies represented, resulting in successful sponsorship and partnership activations.

Professional Football (Soccer) Player June '19 – June '21

- Balanced a demanding schedule, devoting a minimum of 20 hours per week to team training sessions and competitive matches alongside working a full-time job.