

Grace Hicks

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EDUCATION

MIAMI UNIVERSITY

Bachelor of Arts, Data Analytics

Oxford, OH | **August 2021 – May 2025**

Major GPA: 3.92 / 4

- **Minor:** Computer Science.
- President's List: (Fall 2022); Dean's List: (Spring 2023, Fall 2023, and Spring 2024).
- Academic All-MAC Honor, 2024 and 2025.

UNIVERSITÀ DELLA CALABRIA

CSE Study Abroad

Calabria, Italy | **June 2023**

- Navigated a new cultural environment and gained an understanding of DLV programming and ethical considerations of AI.

EXPERIENCE

CINCINNATI REDS

Business Analytics Trainee

Cincinnati, OH

November 2025 – Present

Business Analytics Intern

May 2025 – October 2025

- Conduct monthly post-purchase and attendance survey analysis from thousands of consumer responses, delivering promotional insights and recommendations to Marketing and Ticketing leadership.
- Respond to ad hoc requests from corporate stakeholders by gathering syndicated data to support sponsorship pitches.
- Validate BigQuery data and maintain SQL queries to ensure data accuracy.
- Analyze fan demographics and geographic distribution in Tableau, creating dashboards and maps highlighting key audiences.
- Research trends in the entertainment industry, traffic patterns, and concerts using Placer.ai to inform data-driven decisions.

MIAMI UNIVERSITY ATHLETICS DEPARTMENT

Oxford, OH | **June 2024 – February 2025**

Marketing and Communications Lead Intern

- Developed marketing concepts for in-game promotions and oversaw their execution in a fast-paced environment.
- Engaged with 500+ students, parents, and faculty during orientation events to promote Miami University athletics programs.
- Managed public-facing digital content, including athlete profiles and statistics, ensuring accuracy and brand consistency.

DEPARTMENT OF STATISTICS

Oxford, OH | **January 2024 – May 2024**

Undergraduate Associate, Statistical Modeling

- Facilitated learning in a classroom of 35 students by addressing questions and clarifying concepts related to statistical modeling principles such as regression analysis and experimental design techniques.

TECHNICAL SKILLS

- **Analytics & Data Tools:** Tableau, Power BI, SQL, BigQuery, GCP, Placer.ai, Qualtrics, Canva
- **Programming:** R, Python, GitHub, Visual Studio Code, HTML/CSS
- **Trainings:** Generative AI in Business (UC, 2025), SQL Training (Cincinnati Reds, 2026)

EXTRACURRICULARS

MIAMI UNIVERSITY TRACK AND FIELD

Oxford, OH | **August 2022 – May 2025**

Division I Student Athlete

- Dedicated 20+ hours weekly to practices, team meetings, strength and conditioning, recovery training, and demanding competitions while maintaining full academic course load.
- Earned 3 podium finishes in pole vault at 2024 and 2025 MAC Championships.

STUDENT-ATHLETE ADVISORY COMMITTEE

Oxford, OH | **July 2024 – May 2025**

Athletic Engagement Chair

- Spearheaded volunteer events, exceeding the goal of over 5,000 community service hours among student-athletes.
- Collaborated with student-athletes to foster a culture of inclusion, diversity and support among 500+ student-athletes.