

Haylie Belliston

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WORK EXPERIENCE

United Soccer League

Remote

Business Intelligence Intern

Jan 2024-Present

- Collected and updated data in Tableau dashboards, actively identified opportunities for new data collection processes, and built dashboards to track key metrics aligned with league goals
- Conducted detailed analyses of match performance and corporate sponsorship data to uncover commercial value and revenue-generating insights
- Collaborated with various business departments such as communications, marketing, and analytics to achieve their respective goals

Savage Services

Midvale, UT

Business Analyst Intern

May-Aug 2023

- Analyzed data and performed research on company reports, providing up to \$1.5M EBITDA opportunity
- Optimized business at terminals through volume and revenue maximization, created improvements for 6 terminals nationwide
- Developed metrics to determine efficiency of customers, resulting in moving in more optimal customers at the companies' terminals

Integra Financial Services

Logan, UT

Customer Service Representative

Jan 2022-Apr 2023

- Built loans and satisfied customers with well-ordered calls, setting up an average of 20 loans per day
- Demonstrated strong work ethic by exceeding employee average of calls conducted daily, resulting in 17+ calls per hour

PROJECTS

Women's World Cup Engagement

Aug-Dec 2023

- Utilized data mining techniques to extract and cleanse information for the creation of insightful Tableau dashboards
- Developed visually compelling dashboards highlighting the correlations between attendance, revenue, time, and location
- Applied gestalt principles to analyze trends in attendance concerning match locations and days of the week
- Successfully deployed Tableau dashboards to a static website hosted on AWS (Ec2, Cloud9, S3)

TOOLS

Proficient

- Excel (Certified, 2019)
- SQL

Intermediate

- Python
- AWS
- Tableau

Novice

- CSS
- HTML

EDUCATION

Utah State University, Jon M. Huntsman School of Business

Logan, UT

Bachelor of Science: Information Systems - Data Engineering

Dec 2024

- **GPA: 3.65**, while working 20 hours per week
- Member: Huntsman Scholar Program, Women in Technology, Athletic Administration Club

VOLUNTEER / LEADERSHIP

US Soccer

Sandy, UT

Volunteer at Fan Experience HQ

Oct 2023

- Volunteered by efficiently managing events and engaging fans to create memorable experiences
- Provided excellent customer service and fostering a positive atmosphere for soccer enthusiasts

INTERESTS

- Certificates in Business Management, Leadership, and Sports and Entertainment Marketing - Utah CTE Pathways
- Avid Sports Data Analyst – Predicted the MLB Award winners 3 years in a row