

Makenna P. Hack

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PROFESSIONAL PROFILE

Innovative, results-oriented statistical professional combines scholastic excellence, leadership skills and professional experience in analytics and customer service. Core competencies include business development, business analysis, project management, statistical analysis, and information architecture.

Strong analytical, problem-solving, and critical thinking skills to deliver value-added solutions to clients. Outstanding verbal and written communication skills complemented by technical proficiency. Proactive self-starter and team player with keen ability to relate well with a diverse group of individuals. Strong work ethic with a desire to succeed and make significant contributions in the statistical industry.

EDUCATION

The Ohio State University
Bachelor of Science, Statistics

Columbus, OH
December 2023

PROFESSIONAL EXPERIENCE

SumerSports

Data Science Intern

Atlanta, GA
May 2023-Current

- Conducted comprehensive data aggregation from diverse sources to meticulously curate datasets, ensuring the continuous enrichment of our database to uphold the highest standards of accuracy and relevance for our website.
- Rapidly acquired proficiency in data scraping, cleaning, collection, and analysis tools, demonstrating a keen aptitude for mastering software to streamline data-driven processes.
- Elevated proficiency in data visualization, adeptly crafting informative tables and graphs that effectively conveyed complex data on our website to enhance user understanding and engagement.
- Initiated and led efforts to enhance data quality through continuous process improvements, identifying opportunities and implementing enhancements that bolstered the accuracy and reliability of our datasets.
- Diligently reported analysis findings and insights to team leadership, fostering informed decision-making and alignment of strategic objectives.
- Authored a compelling article on SumerSports.com employing advanced data analysis and visualization techniques, contributing to the platform's thought leadership, and enhancing its reputation as a reliable source of sports-related insights.
- Executed specialized projects and resolved research inquiries through the strategic application of machine learning methods, showcasing a commitment to utilizing advanced techniques for actionable results.
- Helped start up SumerSports social media by producing graphics for tweets and pulling clips from the podcast to create viral Tik Toks.

Ohio State University Women's Volleyball Team

Data Analytics Intern

Columbus, OH
July 2022-April 2023

- Gather information and data from multiple sources and systems to cleanse and prepare modeling, reporting, and analysis for each volleyball match.
- Quickly learn and understand the software used for data cleaning, collection, and analysis.
- Report all analysis and information to the Head Coach for match and player decision-making.
- Create systems to track practice and match statistics to create a win prediction model.
- Complete special projects and ad hoc analysis as requested.
- Take the initiative to drive continuous process improvements to improve data quality.
- Best Women's Volleyball Team season culminating in an Elite 8 appearance since 2004.

YogaSix

Business Development Intern

Cincinnati, OH
December 2021- July 2022

- Increase membership sales organically by making cold calls and managing social media
- Expand customer base by creating a marketing plan to broaden club reach into additional zip codes
- Manage and grow all revenue streams including Memberships, Retail and Teacher Training
- Create and execute ongoing marketing plan based on studio needs with a focus on new client acquisition, activation, retention, and loyalty.
- Schedule/participate in Grassroots Marketing partnerships on a weekly basis to drive new guest traffic

Sportsimpacts

Business Development Intern

Cincinnati, OH
February 2021-May 2021

- Recruited by growing sports analytics to develop a pipeline of sales leads for its services and sell into high schools and sports commissions after attending the sports analytics bootcamp. Broad contributions span across marketing/branding/business development, project management, and organizational architecture.
- Increased seminar sales organically by making cold calls and managing social media.
- Expanded customer base by creating a marketing plan to broaden company reach into additional territories.
- Scheduled/participated in Grassroots Marketing partnerships on a weekly basis to drive new guest traffic.
- Designed, developed, and maintained a database of contacts and scheduled communication cadence to keep in touch in a timely manner.
- Earned the title of top salesperson by selling the most packages in the shortest tenure.

Silver Springhouse Restaurant
Server

Cincinnati, OH
May 2020 – Present

- Assisted all restaurant staff including Managers, Owners, and Chef with preparing for events, coordinating smooth execution to maximize guest satisfaction.
- Managed in-person and telephone guest inquiries, customer service requests and reservation bookings in Aloha Restaurant Point of Sale System
- Managed in-person and telephone guest inquiries, customer service requests and reservation bookings using Open Table (Restaurant Reservation SaaS)
- Monitored dining area staff to evaluate server loads and calculate accurate wait times
- Skilled at anticipating, identifying, and fulfilling guest needs and clarifying special orders
- Build rapport with a diverse range of customers, managers, and colleagues to quickly resolve issues prior to escalation
- Success multitasking while remaining professional and courteous in fast-paced environments.

PowerBlendz Nutrition
Customer Service Representative

Cincinnati, OH
June 2016 – April 2020

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Reconciled cash intake from each shift with the amount tracked by Square and NCR Silver
- Promoted limited time deals or upcoming events to every customer.
- Prepared artistic menu boards highlighting current specials and promotions using eye-catching decorative techniques.

SKILLS, AWARDS AND LEADERSHIP EXPERIENCE

Technology:
Applications: Microsoft Suite, Google Suite, Aloha, Open Table, Square, NCR Silver, VolleyStation
Languages: Java, SQL, R, SAS

Awards/Leadership
Fourth Year Active Member of The Ohio State Marching Band (TBDBITL)
Member, Kappa Kappa Psi Honor Society
The Ohio State University Dean's List
