

Maxfield Lane

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EDUCATION

University of North Carolina, Chapel Hill, NC, MA, Sport Administration, 2023

- Recipient of the 2023 Sport Administration Graduate Research Award for outstanding thesis

Carleton College, Northfield, MN, BA, Major: Religion; Minors: Middle East Studies, Arabic, 2019

WORK EXPERIENCE

Development Analyst and Prospect Manager, University of Nevada, Reno, NV, August 2023-Present

- Identify, research, and analyze major gift prospects, create models in R to determine priorities for both new and current stewardship amongst 6,000 potential prospects
- Instituted modeling for our ticket sales team, providing predictions for overall season ticket renewal rates and non-renewal risk for football and men's basketball season ticket holders, directly impacting an increased renewal rate for football (men's basketball pending)
- Developed and maintain department's first weekly updating revenue and membership tracking system, allowing for more accurate projections and enabling improved donor-level benefits management
- Query stewardship and event lists from Paciolan and Raiser's Edge data, apply R and SQL to compose cleaned lists, marrying ticketing and fundraising data for the first time
- Established Nevada Athletics' first game/event survey system, employ R to content code written survey responses, manage, analyze, and report survey results leading to comprehensive changes and improvements to fan experience
- Supervise and manage intern team, provide guidance, mentorship, and professional development, monitor hours and workload

Volunteer Data Analyst, University of Nevada Women's Volleyball, Reno, NV, February 2024-Present

- Create scouting reports to assess opposition performance, tendencies, and service targets to prepare coaches and players for in-conference matchups
- Utilize R to construct custom efficiency metrics evaluating attacking, receiving/passing, and serving to improve player evaluation and pinpoint areas for player development
- Craft data visualizations in Tableau to share data and insights with coaching staff
- Conduct research on Transfer Portal player evaluations, RPI, scheduling, and league-wide playing style trends

Co-Founder, Oyster Analytics, (Remote), February 2024-Present

- Co-developed random forest models assessing Minor League Baseball player performances and career projections, maintain and update models biweekly
- Build Tableau visualization and R shiny app with over 3000 views allowing public access to modeling and data
- Created and manage social media account accumulating 600+ followers, posting daily content and prospect predictions ensuring relevancy to the latest Minor League prospect news

Analyst Consultant, RealResponse, Charlotte, NC (Remote), September 2022-October 2024

- Conducted analysis and modeling on national athlete experience survey results with over 3.7 million records, unearthing market research trends to better inform leadership, and current and future clients
- Cleaned and preprocessed the 3.7 million record survey set, converting a previously unanalyzed dataset into a workable format
- Advised on survey methodology and question formatting to improve future surveys

Performance Analyst and Workload Manager, Carleton College Baseball, Northfield, MN (Remote),
February 2023-September 2023

- Developed and implemented Carleton College Baseball's first-ever analytics plan to support data-driven decision-making and data-friendly coaching strategies
- Utilized R to perform analyses of NCAA Division III data to better understand strategic trends of Division III baseball and inform future decision making
- Employed Tableau to create customizable and interactive data visualizations to track practice progress and daily workloads, distributed amongst the coaching staff and 25+ players
- Managed a four-person team of analysts, focusing on the most effective utilization of our unique skillsets, ensuring both individual and team success

Data Analytics Intern, University of North Carolina Athletics, Chapel Hill, NC, May 2022-May 2023

- Utilized SAS and Excel to conduct data preparation and dataset creation supporting department-wide initiatives and shaping departmental decision-making
- Created user-friendly Tableau dashboards to efficiently communicate data insights to meet stakeholders' needs
- Managed the analysis and distribution of postgame fan satisfaction surveys to improve customer service and gameday operations
- Functioned as a key member of the Data Analytics team, assisting with and developing team-wide projects and initiatives

SKILLS

Computer Skills: R, Tableau, SAS, SQL, Excel, Salesforce, Social Media

Languages: Working proficiency in Arabic, understanding of basic Spanish

PUBLICATIONS AND AWARDS

Lane, M., Popp, N., & Jensen, J. A. (2024). Do “In the Family” Coaching Hires Outperform External Hires in NCAA Division I Men’s Basketball. *Journal of Issues in Intercollegiate Athletics*, 17(1), 7.

Lane, M., & Osborne, B. (2022). Touchdown Jesus? Analyzing Establishment Clause Concerns in Public University College Football. *Journal of Legal Aspects of Sport*, 32, 214.

RISE Award, Presented by the University of North Carolina Athletic Department, Chapel Hill, December 2022

- Awarded to employees who consistently demonstrate the four core values of the Department of Athletics in an exemplary or extraordinary fashion

Marvin E. Allen Excellence in Teaching Award, Presented by the Exercise and Sport Science Department, University of North Carolina, Chapel Hill, May 2022

- Awarded to select Lifetime Fitness teaching assistants in recognition of devoted and invaluable service

Bernard Patrick Maloy Graduate Student Research Award, Presented by the Sport and Recreation Law Association (SRLA), February 2022

- Awarded annually in a nationwide competition to the graduate student who submits the best research paper to the SRLA Honors and Awards Committee
- Presented awarded paper at the annual SRLA conference in Atlanta, GA, February 2022