

# Mackenzie Houser

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## Education

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**University of Cincinnati**, Cincinnati, OH

*Carl H. Lindner College of Business*

Bachelor of Business Administration: Finance, Certificate Business Analytics

December 2021

**Syracuse University**, Online

*School of Information Studies & Whitman School of Management*

Master of Science: Applied Data Science, Data and Business Analytics Track

April 2024

## Experience

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**FTM Analytics**, Dayton, OH

*Junior Data Analyst*

January 2022-Present

- Analyze statistics to produce trends for professional and college sports leagues with an abundance of variables.
- Construct and execute Python code and SQL queries to evaluate and update data.
- Collaborate with team members to assist building projects from origination to completion.

*Data Collection Intern*

May 2021-January 2022

- Research and record data from college and professional sports.
- Create spreadsheet templates using Microsoft Excel functions and features.
- Website testing.

**University of Cincinnati**, Cincinnati, OH

*PACE Leader (Teacher Assistant)*

August 2019- December 2021

- Mentor, support, and guide 100 students exploring business majors.
- Conducted 140 one-on-one meetings with students to discuss their development.
- Partner closely with the professor to assist with facilitation, problem solving, and class planning.
- Model professionalism, exemplary academics, character, and engagement.

**Freeli Foods**, Cincinnati, OH

*Marketing Representative*

September 2019- January 2021

- Market and promote Freeli Foods product through scheduled social media posts.
- Distribute product to local marketing representatives.

## Affiliations

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**Camp Kesem, University of Cincinnati**, Cincinnati, OH

*Teen Leadership Program (TLP) Coordinator*

August 2020- August 2021

- Work towards providing free summer camps for children whose parents have or have had cancer.
- Plan, organize, and lead the implementation of daily activity rotation and leadership workshops.
- Supervise task force of 11 members through monthly meetings, delegation of tasks, and transparent communication.
- Maintain timely TLP Camp Kesem communications with program participants.

*Unit Leader & Cabin Counselor*

August 2018- December 2021

- Author and lead empowerment sessions where kids shared personal stories.
- Facilitate and supervise 20 campers and 10 counselors during unit discussions and activities.

*Administrator*

Fall 2021

- Earned Red Cross CPR & First Aid certification.
- Oversaw production of a weekend camp with 20 counselors and 20 campers.