Samuel Fraley

samuel.fraley@bse.eu | Mobile: +34 625215055 | LinkedIn

EDUCATION

Barcelona School of Economics — **Barcelona, Spain**
Master Program in Data Science for Decision Making — 09/2025–07/2026
Relevant courses: Causal Inference and Machine Learning, Deep Learning, Econometrics

Temple University — **Philadelphia, USA**
Bachelor of Arts in Economics — 08/2020–06/2022
Minor in Geographic Information Systems
Member of the Football Team (NCAA DI), All-Academic Team Awardee (2020,2021)
Uplifting Athletes Rare Disease Championship Team Member (2021)

Foothill College — **San Jose, USA**
Associate of Arts in Economics — 08/2017–07/2020
Member of the Football Team, Selected Team Captain (2019)
Jason Whitten Memorial Scholarship Awardee (2020)

PROFESSIONAL EXPERIENCE

National Football League (NFL) — **Los Angeles, USA**
Next Gen Stats Research Analyst — 08/2023–04/2025
- Developed multiple Amazon QuickSight dashboards describing player and tracking-based performance metrics used by all 32 NFL teams, network partners, and fan-facing platforms.
- Authored weekly research packets with game previews and strategic notes for 3 featured matchups, combining advanced metrics with traditional football insights.
- Cleaned and analyzed temporal player tracking data and built a proof-of-concept model to identify player blitz paths from raw tracking data.
- Handled inbound requests from coaching staffs, network partners, and internal NFL departments, translating complex Next Gen Stats into clear implications for broadcast usage, game strategy, and decision-making.

Magnolia Impact Solutions — **Philadelphia, USA**
Senior Data Analyst (Remote, Part-Time) — 03/2024–08/2025
- Served as analytics lead across multiple client projects for an early-stage tech startup, managing the full data lifecycle from ETL and data quality checks to analysis, visualization, and client presentations.
- Designed scoring algorithms to clean, process, and rank small business grant applications for a project with the City of Philadelphia Commerce Department, integrating OpenAI API calls to automatically evaluate free-response essays and reduce manual review time.
- Analyzed panel data on individual financial health as part of a multi-year evaluation of the city's workforce development board programs, providing insights that informed program design and funding decisions.

Philadelphia Works Inc — **Philadelphia, USA**
Research Analyst / Part-Time Remote Consultant — 07/2022– 08/2025
- Analyzed regional economics and demographic data to provide data-driven insights towards the state of the Philadelphia economy, workforce, and occupational outlook.
- Developed Tableau dashboards to provide timely updates on regional economy, as well as program evaluation for those participating in the workforce ecosystem.
- Authored research briefs focused on analyzing the benefits cliff, occupational wage quality, and inflation.

SKILLS

Technical: R (dplyr, ggplot2), Python (pandas, scikit-learn), ArcGIS, Git (version control), Amazon S3