

## Soren Laney

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### Education

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#### Brigham Young University, Idaho

December 2022

Bachelor of Data Science, Finance

GPA 3.4

- Data Science Project: Social Media ML pipeline & Performance Dashboard
- Consulting Project: iWorq Community Development and Software Solutions – Customer churn Dashboard & Analysis

### Technical Skills

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|------------------------|-----------------------|--------------|----------------------|
| • Machine Learning     | • Python/Scikit-learn | • Spark      | • Data Visualization |
| • Predictive Analytics | • Python/Pandas       | • SQL Basics | • Web Development    |
| • Excel VBA & Macros   | • R & R Studio        | • DCF Models |                      |

### Professional Experience

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#### Laney Media

Denver, CO

*CFO–*

January 2021 – Present

- Surpassed 1 million in revenue within 2 years.
- Analyzed marketing trends to increase revenue growth and market recognition
- Created multiple products offers with 6 figure launches
- Forecasted future revenue growth

#### Aptive Environmental

Provo, UT

*Sales Team Leader*

April 2019 – July 2021

- Developed professional sales and communication skills
- Organized and advised a team of 10 sales representatives

#### Orengo Systems Inc.

Sutherlin, OR

*Draftsman I*

June 2015 – April 2017

- Built a library of 3d modeled parts integrated into cloud software to streamline and standardize companywide designs.

- Collaborated with multiple departments on the documentation to produce systems and sub systems.

## **Certifications**

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- TBD

## **Volunteer Experience**

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**Mission for The Church of Jesus Christ of Latter day Saints**  
*CFO—*

Cuiaba, Brazil  
April 2017 – April 2019

- Administered to