**Soren Laney**

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### Education

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| **Brigham Young University, Idaho**  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** | December 2022 |
| • 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** |  |

**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

**Orenco 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.