Joey Riebel

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Objective Goal
Organized, analytical, goal oriented and driven individual with exceptional undergraduate credentials looking for experience in marketing and analytics to expand knowledge and grow in the field.

Education
Denver University, Denver, CO   **December 2020 - June 2021**
Data Analytics Intensive
Colorado State University, Fort Collins, CO   **August 2016 - December 2019**
B.A. Marketing, Minor in German
Semester at Sea   **January 2018 - April 2018**
B.A. Marketing, Minor in German
Universität Münster, Münster, Germany   **June 2017 - August 2017**
B.A. Marketing

Volunteer Experience
Campaign Data Analyst
Bluebonnet Data (Remote)   **June 2021 - Present**
- Part of a team that creates compelling visuals and helpful coding resources through analytics from various forms of data. Used VAN database to build quantitative reports with Excel, Matplotlib, and Tableau.

Professional Experience
Sales/Demo Rep & Technician
Winter Park Ski Resort, Winter Park, CO   **January 2020 - March 2020**
- Supported and lead a team dedicated to promoting the largest ski brands in the industry
- Contributed to sales growth and finished with the second highest sales despite being hired halfway through the season

Marketing Intern
Worldwide Sourcing Solutions, Boulder, CO   **June 2018 - August 2018**
- Formulated competitive analysis for various product lines to inform management where products were competing in the market, in turn, giving recommendations of different platforms for promotions
- Produced a competitive market analysis for several existing product lines based on distribution channels and pricing to improve market share by roughly 10%.

Customer Service Representative
Maui Jim, Peoria, IL   **June 2015 - August 2015**
- Improved business acumen by assisting over 100 customer service inquires per day
- Established a detailed consumer relationship management database in SAP by entering past and/or current consumer data to give management a clear picture of product improvements

Student Officer
Colorado State University Ski Club   **August 2016 - December 2019**
- Organized events to educate novice and experienced skiers regarding safety, technique, and networking
- Recruited members to the organization to help increase awareness and education of the sport

Skills & Interests
Technical Skills: Excel, VBA and Python, SQL, MongoDB, Tableau, Pandas library, R, Machine learning, Big Data, Matplotlib
Language Skills: Full Professional German