

# Helen R. Bernhard

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## EDUCATION

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- University of Denver - Daniels College of Business**, Denver, CO May 2020
- Bachelor of Science in Marketing with a Minor in Business Analytics; GPA: 3.68
  - Hornbeck Scholar awarded for a 4.0 GPA (2017); Dean's List (2017, 2018)
  - Coursework: *Data Management and Analysis, Business Modeling and Analysis, Strategic Business Communications, Intl Marketing, Project Management and Simulation, Business Policy and Strategy, Automating Business Processes*
- The Brooks School**, North Andover, MA May 2018
- Graduated Magna Cum Laude; US Squash Scholar Athlete Award

## ANALYTICS PROJECTS

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- Access Database Development Project**, *Foundation of Information Mgmt.*, University of Denver Winter 2019
- Utilized SQL to program MS Access database; analyzed MLB player performance and determined player value to optimize team budget; calculated weighted average based on slugging, batting average, and on base percentage
- NFL QB Statistical Analysis Project**, *Sports Analytics*, University of Denver Spring 2019
- Used R Analytics to collect and clean data pertaining to NFL quarterbacks and compared their performance to Tom Brady; found that based on TD's, yards gained, INT's and pass completion that Drew Brees was the best performer
- Lottery Winner Bankruptcy Group Project**, *Automating Business Processes*, University of Denver Winter 2019
- Used Python to predict if size of lottery winnings and distribution method correlated to rate of bankruptcy
  - Determined that receiving large winnings in payment plans resulted in greater bankruptcy than lump sum payments

## EXPERIENCE

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- Major League Baseball Players Alumni Association**, Colorado Springs, CO Summer 2019  
*Marketing Intern*
- Worked on annual *The Heart and Hustle Award* given to a current MLB player from each team who exhibits a passion for baseball and embodies the spirit, values and traditions of the game
  - Distributed ballots to former American League players and organized responses into Excel detailing votes, willingness of former players to present award and character endorsement quotes for the nominees
  - Coordinated with MLB marketing contact at each team to select presenters and determine date of game for award presentations to players; recruited and booked former players to present at 15 game day award ceremonies
  - Organized and ran two *Legends for Youth Clinics* featuring MLB alumni as coaches; located and booked venue, sent invitations to little league teams, enlisted 6-8 former players to teach clinics, communicated logistics to coaches, transported supplies for 200 + children, coordinated autograph sessions and giveaways
  - Assisted Member Services in developing ideas and communicating programs to better serve members and encourage new membership, which developed an eagerness to learn new things and creative problem solving
- The Lyford Cay International School/Lyford Cay Sailing Club**, Nassau, BS February-June 2017  
*Head Sailing Coach/Sail Master*
- Established after school sailing program for children ages 6-13; developed lesson plans to teach sailing skills
- Jamestown Properties**, New York, NY June-December 2016  
*Property Management & Marketing Intern*
- Reported to Regional Property Manager and Senior Creative Manager at a real estate investment firm
  - Communicated positively with new and long-lasting tenants; developed a passion for business communication

## ATHLETICS and LEADERSHIP

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- Colby College Women's Squash Team** 2015-2016
- #3 Team Position; *Rookie of the Year*; committed 13 hours per week to training and competing
- Brooks School Women's Varsity Squash Team** 2012-2015
- Elected Captain 2015; U17 girls' team, ranked #29 nationally; recipient of *All League Award*

## EXTRACURRICULAR ACTIVITIES

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- Denver University Wall Street Career Group** 2017-2019
- Participated in weekly market updates, engaged in discussion about recent M&A deals and market news

## SKILLS AND INTERESTS

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- Google Ads Display; Google Ads Search; Microsoft Office Specialist Certification: Word, Excel, PowerPoint; SQL, Python
- Collaborative, Problem Solver, Innovative, Communication, Strong Work Ethic, High Attention to Detail