

# 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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- Microsoft Office Specialist Certification: Word, Excel, PowerPoint; SQL, Python, VBA; DMS Database Software
- Collaborative, Problem Solver, Innovative, Communication, Strong Work Ethic, High Attention to Detail