Libby Fender

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Strategic **business intelligence analyst** skilled at distilling data to drive decisions while seeing the impact on multiple business layers. Masterful at root-cause analysis, supporting technology product managers with core strategies that adapt, scale, solve and prevent problems. An excellent ability to excavate narratives hidden in data merged with specialized expertise on needs of sports consumers empowers actionable strategy when driving competitive priorities.

Relevant Skills:

Data Analytics | SQL, Office, Tableau | Sales Strategy | Sport Industry Operations | Stakeholder Engagement

Career Highlights:

- Provide senior level strategy support to international tech client during early stages of large scale reorganization.
- Independently reimagined retail sales associate compensation structure, bringing employee bonus into alignment with revenue generating activities.
- Developed retail to executive internal development plan to upskill sales associates into next generation of operations leaders.

PROFESSIONAL EXPERIENCE

Libby Fender, LLC – Seattle, WA   **2020 - 2021**
Strategy Analyst (2021 - Present), Logistics Operations Specialist (2020 - 2021)
Clients Served: Microsoft, Costco, StatRookie
Operations

- Create, improve and maintain daily reporting utilizing PowerBI and excel to communicate retail sales channel performance to c-level stakeholders.
- Collaborate alongside newly established customer innovation vertical, building the framework for voice of the customer reporting, interpreting results for business consultation and private client product development.
- Act as liaison between customer experience & success and product engineering teams to establish strategic roadmap for business consultation, personal shopping and direct sales services.

Data Analytics

- Analyze current data governance procedures to determine appropriate revenue reporting guidelines for internal stakeholders with a diversity of security and operational needs.
- Collaborate with senior data engineers and technical teams to define business need for data warehouse access, translating operational needs into research problems.
- Authored OKR framework and rebuilt reporting dashboard to clearly track real-time progress toward goals.

Logistics

- Autonomously identified and corrected error prone procedures, allowing for previously manual processes to be automated using visual basic (excel). By utilizing existing available resources, scalable automation was implemented without a need for additional training, equipment or time investment.
- Query, clean and process data from 3 external and 5 internal sources to identify errors while tracking and reporting logistics benchmarks. Partner with outside vendors to enforce data integrity standards, bringing system reliability into acceptable range.

M.S. Sports Analytics and Management – Washington, D.C.   **2019 - 2020**
Graduate Level Research
Project Management – Student Project: HomeSafe Mobile Application

- Serve as scrum master for fast paced remote team developing Homesafe mobile app from ideation to version 2.
- Supervise 3 person team through launch of new product line for Series-A stage startup. Delivered comprehensive marketing plan with implementation strategy to stakeholders.

Go to Market Strategy – Student Project: SportLogiq College Football Broadcast Analytics Product
- Design strategic marketing, communications and analytics plan for new product to support expansion of existing line into higher profit opportunities.
- Review competitor offerings, including patent filings, SEC Form 8-K and press releases to frame competitive landscape, identifying two primary competitors who present a potential market threat.
- Propose marketing strategy and tactical plan, complete with implementation framework to address short, mid and long term new product objectives. Strategy addresses need for parent company brand awareness while leveraging successes of current offerings.

Franchise Fan Analytics – Student Project: National Football League, Seattle Seahawks
- Collect and analyze twitter follower data to determine geographic distribution, sentiment and engagement of Seattle Seahawk audience leading up to and immediately following NFL draft.
- Provide external independent verification of current marketing and brand voice social media strategy related to fan growth and engagement.
- Apply Sentiment analysis to identify external narratives shaping brand image.

Finance – Student Project: National Football League
- Examine market for National Football league Media rights, proposing scheduling solution with potential to double distribution and per game television viewership.
- Propose NFL season schedule that will increase primary revenue generating activities while decreasing risks to player health and safety.
- Analyze cost of reducing per team games played against benefit of increased viewership.
- Critically reviewed sponsorship packages and endorsement relationships to determine impact of increased media distribution on existing relationships.

PREVIOUS CAREER EXPERIENCE

AXA Advisors – *Business Development / Finance Strategist*   2016
- Identified key customer needs, conducted research to support small and medium sized business clients.
- Guided clients through investment strategy development, balancing risk metrics, long term objectives as they relate to organizational goals.

Key Bank – *Business Development / Banker*   2014 - 2016
- Exceeded weekly sales average by 200% and consistently earned #1 regional ranking for customer experience, credit card services, opening up 4 times more new business accounts compared with peers.
- Analyzed large quantitative financial data sets to create robust models for new product cross-selling opportunities, growing average products in household 35%.

PROFESSIONAL TRAINING

Tableau, Desktop I   2020
Certificate in Business Analysis, University of California, Irvine   2018
Statistics, National Association State Board of Accountancy   2017

EDUCATION

Master of Science, Sports Analytics & Management – American University (2020)
Bachelor of Arts, Management Information Systems – Washington State University (2008)