

# 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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### New Engen, Seattle, WA

December-Present 2021

#### *Media Services Senior Associate*

- Assisted the lead in a 3-way DSP test for one an enterprise client, utilizing previously sharpened optimization skills on DV360 and The Trade Desk while leaning heavily on my organization and communication skills.
- Provide weekly market analysis and suggestions on market segments, creative, and audience performance
- Developed strong project management and communication skills through leading the creative go-to-market weekly meetings with our client, portraying each platform's current and proposed ads for all occasions
- Launch and optimize YouTube campaigns on a tCPA and tCPM basis, utilizing key audience strategies and UI positioning

### 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
- 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
- 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

## 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 Certification: Word, Excel, PowerPoint; SQL, Python; DV360, TTD, DCM, AdWords, YouTube
- Coachable, Problem Solver, Communicator, Enthusiastic, Team Player, Creative, Strong Work Ethic