

# GREG NIESKENS

Pine Brook, NJ | 973.747.7988 | gcnieskens@gmail.com | linkedin.com/in/gnieskens

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## EDUCATION

- BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS**, Wellesley, MA May 2024  
MSBA in Business Analytics
- Student-Athlete on the Men's Baseball Team (Pitcher) and selected to Academic All-Conference team
  - Relevant Courses: Communications with Data, Programming for Business Analytics, Machine Learning for Business, Entrepreneurship/Analytics and Strategy of the Firm, Marketing Analytics, Econometrics for Business
- FRANKLIN AND MARSHALL COLLEGE**, Lancaster, PA May 2023  
BA in Business, Organizations, and Society
- Student-Athlete on the Men's Baseball Team (Pitcher) and Dean's List Fall 2021, Spring 2022
  - Relevant Courses: Quantitative Methods, Organizational Behavior, Analysis & Control Systems, Strategies for Organizing, Marketing, Race & Gender in American Sport, Digital Marketing, Business & Natural Environment
- UNIVERSITY OF MASSACHUSETTS - AMHERST**, Amherst, MA December 2020  
BS in Sport Management  
Isenberg School of Management
- Student-Athlete on Men's Baseball Team (Pitcher) and Dean's List Fall 2020, Spring 2020
  - Relevant Courses: Introduction to Microeconomics, Intro to Business Info Systems, Sociology of Sport and Physical Act
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## LEADERSHIP EXPERIENCE

- Men's D3 Baseball Team Captain, Franklin and Marshall College** January 2021-May 2023  
Team Captain (Pitcher)
- Elected unanimously by 30+ teammates and coaches to be captain of 2023 team
  - Collaborated with coaches and athletic faculty members to schedule 5+ workouts and meetings weekly
  - Dedicated 30-35 hours per week in-season and 20+ hours per week offseason to games and practices
- Collegiate Leadership Development Program** October-November 2021
- Chosen to participate in the University of Florida based program that grows leadership qualities in undergraduate students
  - Gained hands-on experience with different leadership scenarios in diverse settings with select students from all over the country
- Team Leadership Council** September 2021-May 2023
- Selected by 30+ teammates and coaches to represent class of 2023 on leadership council
  - Utilized leadership skills such as conflict resolution to enhance team dynamics and support coaches on team disciplinary actions
  - Developed a strategy to represent the team among Athletic Department and Franklin and Marshall College campus
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## EXPERIENCE

- Pizza Cucina**, Towaco, NJ August 2020 – August 2023  
*Summer and Winter Breaks*
- Delivery Driver**
- Received orders and coordinated with customers daily to meet specific delivery needs
  - Enhanced 100+ ongoing customer relations and engaged in marketing efforts to further business
- Franklin and Marshall College**, Lancaster, PA October 2022 - May 2023  
**Student Sports Medicine Assistant**
- Collaborated with Head Athletic Trainer before and after 3+ daily collegiate sporting events and assisted in tasks around training room
  - Coordinated with baseball team to ensure injury and practice needs were taken care of across three major athletic seasons
- DXAgency**, Edgewater, NJ May 2022 - July 2022  
**Digital Marketing Intern**
- Engaged with upper management to improve website interface and pitch a way to monetize non-profit Kids Do Good
  - Managed two social media accounts for client Green Valley, ensuring all social media posts were posted in a timely manner
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## ADDITIONAL INFORMATION

- Computer Skills:**
- Proficient in R, SQL, and Tableau | Novice in Python | Google Analytics for Beginners Certified
- Twitter Portfolio:** @GraphNieskens
- Curate and maintain a twitter account with a focus on sports analytics
- Personal Website:** [sites.google.com/view/gregnieskens/home](https://sites.google.com/view/gregnieskens/home)
- Manage a personal website featuring ongoing projects, employing SQL, Tableau, Excel and/or R for data analysis and visualization
- Interests:**
- Sabermetrics, Basketball, Local Sandwich Shops, National Parks, Fantasy Football, Grilling