

Luke Haws

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OBJECTIVE

Data and BI analyst with experience turning fragmented business data into reliable dashboards and actionable insights. Proven ability to own end-to-end projects from cleaning and normalizing raw CRM data to building automated pipelines and presenting findings to sales leadership. Effective communicator who has developed training programs and operational tools for large, cross-functional teams.

EDUCATION

Washington & Lee University (W&L) **Sep 2019 - May 2023**
B.S., Integrated Engineering (Computer Science) *Lexington, VA*

PROFESSIONAL EXPERIENCE

The College Sports Company **Apr 2026 - Present**
Operations Intern *Hybrid / Holladay, UT*

- Built and maintained Upload Hub (see below)

Workato **Aug 2023 - Dec 2023**
Business Intelligence & Analytics Intern *Remote*

- Led a large-scale Salesforce data quality initiative — cleaned, deduplicated, and normalized 10,000+ account records using SQL and Python, directly improving pipeline reporting accuracy and downstream analytics reliability
- Built and maintained dashboards in Sigma Computing for sales reps and leadership, surfacing account performance, pipeline health, and targeting opportunities — reducing manual reporting time
- Wrote Python web scraping scripts to enrich account records with external company data, improving sales targeting coverage and internal decision-making
- Partnered with RevOps and cross-functional stakeholders to translate business questions into data requirements and deliver actionable reporting

Revolution Plastics **May 2020 - Aug 2020**
Engineering Intern *Little Rock, Arkansas*

- Organized, prepared, and managed large-scale research on plant optimization and operational efficiency
- Used Microsoft Excel, SQL, and Python to sanitize data and create visualizations for shareholders
- Created SOP documentation for each position in the factory to ensure safety, quality, and efficiency in daily workflows

PROJECTS

Upload Hub — Internal Social Media Publishing Platform (*The College Sports Company*) **Apr 2026**
Next.js · TypeScript · Cloudflare Workers · Drizzle ORM · OAuth · Meta Graph API

- Built full-stack internal tool for a sports media company enabling producers to upload content once and publish simultaneously across Instagram, Facebook, TikTok, X, LinkedIn, and YouTube
- Implemented OAuth 2.0 (Meta, TikTok) and OAuth 1.0a (X/Twitter) authentication flows with secure server-side token storage and role-based access control across multiple university networks
- Deployed serverless on Cloudflare Workers with D1 SQLite database and Cloudinary media pipeline; integrated Meta Graph API for Instagram Reels, carousels, and Facebook page publishing

Random Forest Model for Predicting Alumni Donations (*Intro to Machine Learning (W&L)*) **May 2023**
Python · scikit-learn

- Built a classification model to predict alumni donation likelihood using demographic and engagement features; evaluated feature importance and model performance metrics

Digital Stethoscope for Monitoring the GI Tract (*Engineering Senior Capstone (W&L)*) **May 2023**
Arduino · C++

- Designed and developed small wearable device to predict/diagnose GI complications
- Developed Python code to interpret and scale the waveform data collected by microphones

Mathematics/Data Science Research (*W&L Department of Mathematics & Data Science*) **Summer 2022**
R · Python

- Contributed statistical analysis and exploratory data work to two faculty research projects in music and statistics, co-producing academic papers

ADDITIONAL EXPERIENCE

The Church of Jesus Christ of Latter-day Saints

Dec 2023 - Dec 2025

Full Time Volunteer Missionary - Operations & Training Leadership

- Served and shared the gospel of Jesus Christ with the people of Japan
- Designed and maintained operational tools, SOPs, and training documentation to standardize processes across a 150+ person regional organization
- Developed and delivered structured training programs for 200+ adults across multiple languages and skill levels, with measurable progress tracking
- Coordinated logistics and communications for region-wide initiatives, requiring clear goal-setting, cross-team alignment, and follow-through

CORE SKILLS

- **BI & Analytics:** SQL, Python, Sigma Computing, Power BI, Tableau, Excel / Google Sheets, Exploratory Data Analysis
- **Data Engineering:** ETL/ELT, Data Cleaning & Normalization, PostgreSQL (Supabase), GitHub Actions, CRM & SaaS Data (Salesforce)
- **Development:** Python, R, FastAPI, HTML/CSS/JavaScript, Git / Version Control
- **Business:** Dashboard Design, Stakeholder Communication, Cross-functional Collaboration, Documentation & Training