

# AMPLIFY YOUR CAREER

At LEARFIELD Amplify, our mission is to provide high-value expertise, world class solutions, services, and experiences to our partners and their fans, building the largest, most engaged fan bases in sports.

Join a dynamic company in a growing industry filled with talented professionals and opportunities for career growth.

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## Data Analyst - Virginia Tech

at LEARFIELD Amplify ([View all jobs](#))

Blacksburg, VA

LEARFIELD is the leading media and technology services company in intercollegiate athletics. The company unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions for fan engagement. The LEARFIELD suite of services includes licensing and multimedia sponsorship management; publishing, audio, digital and social media; data analytics; ticketing, ticket sales and professional concessions expertise; branding; campus-wide business and sponsorship development; and venue technology systems.

Headquartered in Plano, Texas, the company has long had the privilege of being an advocate for intercollegiate athletics and the student-athlete experience. Since 2008, it has served as title sponsor for the acclaimed LEARFIELD Directors' Cup, supporting athletic departments across all divisions.

Our people-friendly culture is a hallmark of our style and approach to business and is rooted in values demonstrating intentional and active care for other people. The company and its employees strive each day to live by the company's value statement: "build the team, grow the company, have fun, love and serve others."

Founded in 2011 on the people principles of Character, Capacity and Commitment, LEARFIELD Amplify represents 40 collegiate athletic departments, professional sports teams and related industry organizations nationwide, with more than 170 on-site sales personnel dedicated to serving these respective relationships. The company delivers a total revenue solution through staff development, high-

value expertise, and engaged fan relationships. As the sports industry and fan behavior continues to evolve, LEARFIELD Amplify remains at the forefront of business intelligence through many of its national relationships, leading to increased revenues for teams across the country.

LEARFIELD Amplify is a local, dedicated entity representing the University. In complete collaboration with the University, this team is committed through first class professionalism to building top notch customer sales and service relationships extending the affinity of the University's brand to fans, donors, alumni, businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate sports fan base. As the exclusive outbound arm for the University, the ticket sales team manages many of the sales efforts for ticketed sports. As a member of the team, we provide fans, partners, businesses, and constituents of the University with the outreach and access to all ticket types, including season, partial, and group tickets, and ultimately providing experiences to grow involvement and revenue generation across the board while integrating fully within the department and the community.

As the Data Analyst, you will be a part of the strategic vision of LEARFIELD Amplify data and analytics team. Furthermore, you will develop strategic insights in a collegiate business setting for the LEARFIELD Amplify partner: Virginia Tech. This role will be responsible for mining customer profiles, analyzing behavioral data from multiple platforms and data sources (online transitions, phone transactions, alumni club donations, email response data, fan surveying and ticket sales) to support business decision making in product development, marketing strategy and email/marketing campaign targeting.

As the Data Analyst, you will work with LEARFIELD Amplify's data and analytics team in aggregating, developing, and analyzing the data associated with LEARFIELD's Fanbase platform. Fanbase is LEARFIELD's data and analytics platform that powers our strategic fan insights across the enterprise, leveraging cutting-edge analytics to unlock the next wave of growth in college sports. By aggregating data across ticketing, sponsorship, digital and social channels, commerce, and more, Fanbase helps LEARFIELD and our school partners to better understand how fans engage with college athletics. Fanbase allows our teams and partners to realize stronger marketing efficiency and effectiveness, as well as to increase commercial opportunities through ticket / merchandise sales, development funding, etc.

#### **Responsibilities:**

- Performs on-going data analysis pertaining to the university's customer database, while maintaining, querying, validating the CRM and ticketing databases.
- Work with Amplify's General Manager to help grow email subscription base, drive segmentation strategy for email campaigns, and create data-driven sales strategy
- Manage current and new Business Intelligence tools to help LEARFIELD and athletic administration stay on the cutting-edge of data and tech that can be leveraged for revenue generation
- Produce research studies including but not limited to pricing analysis, survey analysis, season ticket holder retention and acquisition models, and lead scoring
- Work closely with Marketing, Development, Ticket Sales, and Ticket Operations to coordinate sales efforts and build, create and segment data
- Work collaboratively across all aspects of the enterprise (especially across multiple business units) to understand data and analytics needs and how the data & analytics team can most effectively service those needs.
- Create and maintain a customer ranking system developed to maximize sales, email marketing opportunities

#### **Qualifications:**

- A minimum of 1+ years of data & analytics-focused work
- Experience working with data visualization and BI tools such as Tableau, Power BI, DOMO, etc.
- Knowledgeable in CRM administrative practices (Salesforce, MS Dynamics), Microsoft Office
- Bachelor's degree or equivalent in related technical field g. Sports Business Management, Computer Science, Economics, Mathematics, Physics, Information Technology, etc.
- Experience with Ticketmaster/Archtics or Paciolan is a plus, but not required
- Can translate your knowledge & experience to business use-cases and prioritized work
- Sports/media/entertainment or sponsorship experience is a plus, but not required
- Must possess a high level of integrity and honesty; ability to influence others through leading by example
- Manage time effectively and orchestrate multiple tasks simultaneously

*All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability status.*

*LEARFIELD is an Equal Opportunity Employer: Female / Minority / Disability / Protected Veteran / Sexual Orientation / Gender Identity*