

# YAYA HARMAN

yayah@umich.edu | (650) 465-9887 | [linkedin.com/in/yayaharman/](https://linkedin.com/in/yayaharman/) | [yayaharman.com](http://yayaharman.com)

## EDUCATION

### University of Michigan | Ann Arbor, MI

August 2023 – Expected Graduation: May 2027

Bachelor of Science in Information Analysis, Minor in Statistics, GPA: 3.9/4.0

- Relevant coursework: Data-Oriented Programming, Web Design, Development, and Accessibility, Applied Statistical Methods II
- Member of Michigan Women Empowerment in Sport & Entertainment

## WORK EXPERIENCE

### Michigan Men's Ice Hockey | Ann Arbor, MI

Head Student Manager

July 2024 – Present

- Manage a team of 4 student managers; coordinate schedules, delegate tasks, and ensure smooth execution of daily responsibilities
- Lead equipment logistics for 16+ road games, coordinate packing of 40+ bags and trunks to ensure readiness
- Facilitated \$300K+ apparel and equipment procurement by tracking restock needs in Teamworks Inventory Management System and contributing to forecasting of future equipment requirements

Analytics Intern

July 2023 – Present

- Build advanced Tableau player cards for 4,400+ players across all major North American junior leagues and NCAA programs, enhancing recruiting evaluations and enabling data-driven decision-making
- Expanded data collection pipeline by integrating Sportlogiq API and building automated Python and SQL workflows to retrieve and process player data, reducing manual entry time by 75%
- Deliver player cards to coaching staff for recruiting presentations, highlighting player development and supporting Michigan's top 10 recruiting classes in 2024 and 2025 with 10 NHL draft picks
- Scout opponent special teams weekly by analyzing 20+ game clips, insights contributed to Michigan Hockey's NCAA-leading 33.6% power play success rate in 2023-24 and top 10 ranking in 2024-25

Student Equipment Manager

September 2023 – July 2024

- Maintained, repaired, laundered, and distributed equipment for 30+ players and staff, resolving real-time issues during practices and games
- Coordinated video setup, in-game tracking, and post-game review with Director of Operations, including tagging 40+ key events to generate actionable insights for team and player evaluation
- Developed time management skills by balancing 30+ hours of work per week with 14+ academic credits

### F1 Struggle | Remote

June 2020 – November 2023

Founder, Social Media Manager

- Co-founded @F1Struggle on X, growing it to 50K+ followers in 18 months through strategic content
- Built a recognizable brand, engaging teams, drivers, journalists, and fans in the Formula 1 community
- Curated motorsport content generating 300K monthly impressions with 3% engagement

### Syracuse University Women's Soccer | Syracuse, NY

February 2023 – April 2023

Analytics Intern

- Collected and validated Playermaker wearable device data for 20+ athletes to track training load
- Cleaned and organized Excel datasets to support Tableau visualizations and injury prevention models

## SKILLS

Data Analytics: Python, SQL, Tableau, Excel, R

Web Development: HTML, CSS, JavaScript