

ERIN CAFARO MACKENZIE

EDUCATION

BA University of California, Berkeley 2006
Political Science

HONORS AND AWARDS

2x Olympic Gold Medalist

Rowing W8+ Event – Beijing Games 2008
Rowing W8+ Event – London Games 2012

Hall of Fame Inductee

Sportsmen of Stanislaus (SOS) 2017
Pac-12 All-Century Team 2016
National Rowing Foundation 2014
New York Athletic Club (NYAC) 2014

Notable Athlete + Crew Awards

World Rowing Thomas Keller Award Finalist (*for a long and successful career and outstanding contribution to rowing*) 2016
USA Today Athlete of the Month 2009
USRowing Athlete of the Year 2009
World Rowing (FISA) Crew of the Year 2008 + 2009

EXPERIENCE

Asst. Clinical Research Coordinator, Stanford University Mar 2018-present
Dept. of Neurobiology, Huberman Lab

- Organize and oversee Huberman VR Lab clinical research
- Recruit and run participants
- Collect and manage data

Chief Operations Officer, Unscared, Inc. Sept 2015-Oct 2017

- Led successful brand and company restructuring
- Built digital paid model and scaled company from 0 to 1200 paid subscribers in 10 months
- Decrease company overhead by 30% and increased internal efficiency

VP of Operations, Sports Fuel, Inc.

Jan 2013-Sept 2014

- Managed all manufacturing, supply chain, eCommerce, and 3PL operations
- Restructured marketing and led company rebranding
- Successfully managed triple digit sales growth

PRESENTATIONS AND INVITED SEMINARS

NCAA Women's Rowing Championship, Keynote Speaker, May 2015

Modesto Dept. of Justice, Keynote Speaker, December 2014

Concept2 'I Love Gold' Tour, September 2012-November 2012

Multiple Elementary and Middle Schools, 2012-present

CrossFit Rowing Seminars, 2010-2014

PROFESSIONAL TRAINING

CrossFit Level 1 Trainer, 2010-2017

- Personal and public fitness coaching

CrossFit MobilityWOD Certification, 2011

- Movement screening and self-rehabilitation techniques

CrossFit Endurance Certification, 2010

- Endurance training and coaching

Concept2 Master Instructor Certification, 2010

- Rowing coach proficiency

CrossFit Nutrition Certification, 2010

- Nutrition fundamentals

COMMUNITY SERVICE

National Center for Equine Therapy (NCEFT)

Side Walker Support - Woodside, CA, April 2018-present

Olympic Day

Supporting current and retired athlete – Sacramento and Greater Bay Area, 2008-present

Learn to Row Day

Supporting current and retired athlete – Princeton, NJ and Greater Bay Area

SKILLS

Management: Project, Program, Human Resources, Customer Service, Research

Applications: Microsoft Office, Google Business Suite, Google Analytics, QuickBooks

Platforms: WordPress, Squarespace

Other: Content development, Writing, Coaching, Public Speaking

REFERENCES

Dr. Albert Jones, [Title]
[Department Name]
[University Name]
[Mailing Address]
Phone: [Phone #]
Email: [email address]

Dr. Anne Smith, [Title]
[Department Name]
[Company Name]
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