

## EDUCATION

<b>Georgia State University – J. Mack Robinson College of Business</b> <i>Bachelor of Business Administration in Business Economics</i>	<b>Atlanta, GA</b> <i>Expected May 2026</i>
<ul style="list-style-type: none"><li>GPA: 3.8/4.0</li><li>Leadership: Finance Director, <i>The Rock Nation</i>; Member, <i>National Society of Black Engineers (NSBE)</i>; Board Member, <i>African Students Association (ASA)</i></li><li>Relevant Coursework: Business Analysis, Information Systems, Corporate Finance, Strategic Management</li></ul>	

## WORK EXPERIENCE

<b>Rock Nation Atlanta – Georgia State University</b> <i>Finance Director</i>	<b>Atlanta, GA</b> <i>Aug 2024 – Present</i>
<ul style="list-style-type: none"><li>Managed a \$2K annual budget for a 65+ member organization, providing financial tracking and reporting to support leadership decision-making.</li><li>Redesigned reimbursement and approval workflows, reducing processing delays by 65% and improving spend visibility and control.</li></ul>	
<b>Pronghorn (Edmond's Honor)</b> <i>Business Development Specialist</i>	<b>Alpharetta, GA</b> <i>Jun 2025 – Aug 2025</i>
<ul style="list-style-type: none"><li>Analyzed brand, pricing, and market performance data to identify growth opportunities and inform go-to-market strategy; translated insights into 4+ executive-ready sales decks and 13 distributor sell sheets (MHW, LibDib).</li><li>Conducted account-level sales performance and pricing analysis across 20+ national accounts, incorporating distributor feedback to shape conversion strategy and support GTM discussions.</li><li>Designed and implemented a cross-functional intake and triage SOP to manage 50+ national account leads, improving pipeline structure and visibility for ~\$1M in potential revenue.</li><li>Streamlined lead-routing and execution workflows, reducing processing time from 24 hours to 1 hour and enabling faster decision-making for a 12-person Commercial team.</li></ul>	
<b>PwC x Alliance for Education</b> <i>Market Research Extern</i>	<b>Jan 2025 – Mar 2025</b>
<ul style="list-style-type: none"><li>Conducted market and internal research to diagnose operational and workflow gaps, applying SWOT analysis and structured decision-making frameworks to inform improvement recommendations.</li><li>Collaborated with a cross-functional team to develop and present process redesign strategies to Alliance for Education leadership, contributing to a 15% increase in team efficiency; selected as a finalist from a cohort of 40+ externs.</li></ul>	

## PROJECTS

<b>SaaS Revenue &amp; Operations Analytics</b>	<b>Jan 2026</b>
<ul style="list-style-type: none"><li>Analyzed 20k+ customer-month records across MRR, churn, CAC, LTV, and expansion revenue to assess performance by segment and lifecycle stage.</li><li>Built an interactive Tableau dashboard and modeled LTV:CAC and payback periods, surfacing three primary churn drivers (~60% of attrition) and identifying underperforming acquisition channels to inform pricing and GTM discussions.</li></ul>	

## SKILLS

- Data & Analytics Tools:** Python (Pandas, NumPy), SQL, Jupyter Notebook, Excel (PivotTables, Power Query), Power BI, Tableau
- Business & Revenue Analytics:** KPI dashboarding, churn & cohort analysis, LTV/CAC modeling, pricing analysis, GTM performance evaluation
- Consulting & Communication:** Insight Synthesis, Executive Presentations, Stakeholder Communication