

SINMI ARIYIBI

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EDUCATION

Georgia State University – J. Mack Robinson College of Business
Bachelor of Business Administration in Business Economics

Atlanta, GA
Expected May 2026

- GPA: 3.8/4.0
- Leadership: Financial Secretary, *The Rock Nation*; Member, *National Society of Black Engineers (NSBE)*; Board Member, *African Students Association (ASA)*
- Relevant Coursework: Business Analysis, Information Systems, Corporation Finance, Strategic Management

WORK EXPERIENCE

Pronghorn (Edmond's Honor)
Business Development Specialist

Alpharetta, GA
Jun 2025 – Aug 2025

- Owned the creation of 4+ executive, data-informed sales decks and 13 distributor sell sheets (MHW, LibDib), translating brand, pricing, and market data into clear commercial narratives.
- Evaluated account-level sales performance, pricing tiers, and distributor feedback to shape conversion strategy across 20+ national account touchpoints, directly supporting GTM discussions.
- Developed a cross-functional SOP for intake, triage, and routing of 50+ national account leads representing ~\$1M in pipeline value.
- Cut lead processing time from 24 hours to 1 hour, improving pipeline visibility and execution speed for a 12-person Commercial team.

Rock Nation Atlanta – Georgia State University
Finance Director

Atlanta, GA
August 2024 – Present

- Managed a \$2,000 annual operating budget for a 65+ member organization, overseeing budgeting, spend tracking, and financial reporting.
- Increased available operating funds by 25% through improved fundraising execution and tighter cost control.
- Reduced reimbursement and approval delays by 65% by implementing clearer financial workflows and approval processes.

PROJECTS

SaaS Revenue & Operations Analytics

January 2026

- Analyzed 20k+ customer-month records across MRR, churn, CAC, LTV, and expansion revenue to assess revenue performance by segment and lifecycle stage.
- Designed and built an interactive Tableau dashboard consolidating core SaaS KPIs, surfacing 3 primary churn drivers responsible for ~60% of attrition.
- Modeled LTV:CAC ratios and payback periods to assess acquisition efficiency and identify 2 underperforming growth channels, informing pricing and GTM discussions.

Airbnb Market & Pricing Strategy Analysis (NYC)

November 2025

- Evaluated 45k+ Airbnb listings across NYC to analyze pricing, occupancy rates, ADR, and revenue performance by neighborhood and property type.
- Developed an interactive Tableau dashboard identifying top-quartile neighborhoods and optimal pricing bands, highlighting 15–20% revenue uplift potential.
- Assessed seasonality and demand trends explaining 30%+ variance in monthly occupancy, informing pricing and market entry strategy recommendations.

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