

# SINMILOLUWA ARIYIBI

Business Data Analytics & Strategic Consulting Specialist

Activation Strategy | Business Intelligence | Data Analysis | Business Development & Growth

Atlanta Metropolitan Area

AriyibiSinmi@gmail.com • 678.862.8785 • linkedin.com/in/sinmi-ariyibi

## **PROFILE SUMMARY**

Outcome-driven business data analytics and strategic consulting specialist with over 2 years of translatable experience in areas of activation strategy, business intelligence, data analysis, and business development & growth. Turning actionable data insights into smart business solutions across diverse industries, posturing organizations for 100%+ scalability and growth. Leveraging the power of data to solve complex problems, drive impact, and empower leaders for today's key decision-making.

## **AREAS OF EXPERTISE**

- Activation Strategy
- Business Analysis
- Business Report Writing
- Client-facing Presentations
- Consultative Selling Frameworks
- Consumer Behavior & Trends
- Data Analysis & Dissemination
- Data Collection Frameworks
- Data-Driven Decks
- Market Research & Insights
- Project Management
- ROI Tracking & Calculations
- Sales Playbooks
- Stakeholder Strategy
- Survey Design
- Variance Analysis

## **PROFESSIONAL EXPERIENCE**

**PRONGHORN**, Atlanta Metropolitan Area

June 2025 – August 2025

*Diversifying the spirits industry to cultivate the next generation of entrepreneurs, executive leaders, and founders.*

Business Development Specialist Internship

- Designed and executive 4+ data-informed sales decks and 3 distributor sell sheets (*MHW, LibDib*) for brand positioning.
- Identified brand market penetration & leveraged pricing analytics to drive conversion across 20+ account touchpoints.
- Developed cross-functional SOP for intake, triage, and routing of 50+ national account leads worth ~\$1M in new business.
- Reduced lead-processing time by 24 hours to 1 hour and enhanced pipeline visibility for a 12-member Commercial Team.
- Co-developed *Edmond's Honor Sales Playbook* featuring 5-day training module & KPI-aligned frameworks, enabling GTM execution.

**THE ROCK NATION**, Atlanta, Georgia

August 2024 – Present

*Christian ministry group comprised of Georgia State Students and Alumni, with campus-based operations.*

Treasurer

- Created a comprehensive financial tracking system using Excel PivotTables and Macros, cutting reporting errors by 20%.
- Manage a \$2,000+ annual budget, ensuring compliance and transparency in spending, and communication to members.
- Secured external funding in an amount of \$1,700+ through proposal writing, engagements, & community outreach.

**PWC**, (PricewaterhouseCoopers), Atlanta Metropolitan Area

January 2024 – March 2024

*Helping clients drive their companies to the leading edge, with over 370,000 people in 149 countries.*

Market Research Extern Alliance for Education Consulting (Remote)

- Conducted market & internal research to identify gaps in operational workflows via SWOT analysis decision-making.
- Partnered and collaborated with interdisciplinary teams to design & present improvement strategies to leadership.
- Contributed to a 15% boost in team efficiency via process redesign; Recognized & selected as a finalist of 40+ externs.

## **PROJECTS**

**Market Insights & Forecasting Simulation**, Georgia State University, January 2025 – Present:

Conducting behavioral analysis of simulated consumer data to model demand trends. Applying ASC 606 (Accounting Standards Codification) to recognize revenue impacts and advise on strategic resource allocation. Presenting insights at GSURC, earning recognition by faculty and peers to action data-backed recommendations.

## **RECOGNITIONS**

**Board Member** of African Students Association (ASA) • **Campus Atlanta Scholarship** 2023, Georgia State University

**Member** of Economics Club, National Society of Black Engineers (NSBE) • **President's List Fall** 2023, Georgia State University

**Vice President**, Students Without Boarders, Gadsden State Community College • **Volunteer**, DAR Association, Clean Home Alabama

## **CORE SKILLS**

Business Economics • Business Statistics • Corporate Finance • Google Suite • Information Systems • Key Performance Indicators  
Marketing Management • Microsoft Office • MS Excel (PivotTables, VLOOKUP, & Macros) • SQL • Tableau

## **EDUCATION**

**GEORGIA STATE UNIVERSITY**, Atlanta, Georgia

Bachelor of Business Administration (BBA), Business & Managerial Economics, Candidate, May 2026

**GADSDEN STATE COMMUNITY COLLEGE**, Gadsden, Alabama

Associate of Science (AS), Business Administration, Summa Cum Laude, August 2023