

# 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 2026

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

## WORK EXPERIENCE

### Rock Nation Atlanta – Georgia State University

Finance Director

Atlanta, GA

Aug 2024 – Present

- Managed a \$2K annual budget for a 65+ member organization, providing financial tracking and reporting to support leadership decision-making.
- Redesigned reimbursement and approval workflows, reducing processing delays by 65% and improving spend visibility and control.

### Pronghorn (Edmond's Honor)

Business Development Specialist

Alpharetta, GA

Jun 2025 – Aug 2025

- 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).
- Conducted account-level sales performance and pricing analysis across 20+ national accounts, incorporating distributor feedback to shape conversion strategy and support GTM discussions.
- 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.
- 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.

### PwC x Alliance for Education

Jan 2025 – Mar 2025

Market Research Extern

- Conducted market and internal research to diagnose operational and workflow gaps, applying SWOT analysis and structured decision-making frameworks to inform improvement recommendations.
- 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.

## PROJECTS

### SaaS Revenue & Operations Analytics

Jan 2026

- Analyzed 20k+ customer-month records across MRR, churn, CAC, LTV, and expansion revenue to assess performance by segment and lifecycle stage.
- 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.

## 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