

# SINMI ARIYIBI

678-862-8785 | [ariyibisinmi@gmail.com](mailto:ariyibisinmi@gmail.com) | [sinmiariyibi.github.io](https://sinmiariyibi.github.io)

Atlanta, GA 30303

[linkedin.com/in/sinmi-ariyibi](https://www.linkedin.com/in/sinmi-ariyibi)

## 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