

SINMILOLUWA ARIYIBI

Business Data Analytics & Strategic Consulting Specialist

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

Atlanta Metropolitan Area

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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 Borders, 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