

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
Market Research Extern

Jan 2025 – Mar 2025

- 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