

## Danielle Ellis

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### RELEVANT EXPERIENCE

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#### IBM

New York, NY

*Senior Data Strategy Consultant – Watson AI and Data Platforms*

*Jan 2017 – Present*

Improve client and internal business operations with the implementation of data strategy and digital solutions on a project basis:

- Lead operations of the 25 person sales and technical global team that integrates The Weather Company solutions and IBM services
- Coordinated with practice leadership to determine financial targets and create incentives to drive support for TWC integration
- Monitored updates to TWC solutions and established the most current value propositions with sales leads
- Implemented weekly team calls to align team on daily tasks, internal solutions, and weather-related technology advancements
- Launched a script in conjunction with data scientists to consolidate the total business pipeline into a specific TWC integration pipeline based off historic success metrics and seller input, preceding a quarter with signings 95% above target
- Adapted an automated pitch deck solution from TWC's marketing team to support communication between the TWC and IBM services
- Managed \$1M quarterly team budget by analyzing fluctuating labor cost rates, facilitating project staffing, and anticipating overspend
- Produced a series of workshops targeting internal Exxon upstream data users to develop a current state assessment of their data usage and determine what they changes will provide the greatest value
- Developed a current state assessment and identified value adds for Exxon's upstream data systems through workshops with internal data users and discussions with client stakeholders
- Defined timeline of the multi-year engagement by defining high priority issues through user stories
- Launched an internal sandbox with access to proprietary services to encourage collaboration on solutions across the global practice
- Corresponded with practice leadership to identify their value expectation and understand budget constraints
- Coordinated with a developer to draft the sandbox organizational structure and ensure the technical support expectations once live
- Developed a supplemental training program to promote responsible usage and establish best practices
- Partnered with internal enablement team to create a launch initiative leading to a 124% increase in adoption
- Conducted market and internal research to become an expert on the unique value IBM solutions bring to select prominent accounts
- Augmented account teams to define targeted value propositions and sales strategies

#### National Association of College and University Business Officers (NACUBO)

Washington, DC

*Annual Meeting Intern*

*Summer 2014, 2015*

Provided content development, member relations, and logistics leading up to and during the 3,000-attendee conference

#### Business Today

Princeton, NJ

*Corporate Contacts Manager*

*Summer 2013*

Created and renewed relationships with over 100 business executives to acquire participation and financial support for the organization, while generating \$50,000 in revenue through the sale of advertising space and corporate sponsorships

### SERVICE ACTIVITIES

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#### Movers & Shakers NYC

New York, NY

*Business Strategist*

*Jan 2018 – Present*

Coalition executing direct action and advocacy campaigns for marginalized communities using VR, AR, and the creative arts

- Establish a research task force leveraging professors to create an academic database for an augmented reality monument tour
- Generate funding for initiatives, mobile application, and operations through events, grants, and partnerships

#### Pathways in Technology Early College High School (P-TECH)

New York, NY

*Mentor*

*Sep 2017 – Present*

Provide college and career coaching through group events and online forums to students attending an IT school for grades 9-14 developed in partnership between IBM, the City University of New York, and the Department of Education

### EDUCATION

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#### Princeton University

Princeton, NJ

*Bachelor of Arts in Psychology; Urban Studies*

*May 2016*

- Focus on Cognitive Psychology, Socio-Urbanism, and Economics
- Senior Thesis: Analyzing the stability of verb meanings across sentential context and their representation in the lexicon

#### Université Paris 8

Paris, France

*Study Abroad*

*Spring 2015*

Semester enrolled in French courses focused on Language Processes, Modern French History, and Geopolitical Art

**Languages:** French (proficient), Portuguese (basic)

**Skills:** R, Python, and SQL basic experience

**Awards and Certifications:** Data Science Foundations, Cognitive Delivery Foundation, Cognitive Practitioner, Agile Method