Danielle Ellis

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RELEVANT EXPERIENCE

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 which 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

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

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