Diamond Ray Louden

Results-oriented, Client Focused, Audio Engineering and Tech Sales Professional | Chicago, IL

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AREAS OF EXPERTISE

• Business Development	• Pipeline Management	• Outbound Prospecting
• Discovery-Qualification (BANT)	• Customer Relationship Management	• Stakeholder Engagement
• Account Management	• Objection Handling	• Lead Generation

TECHNICAL SKILLS

• Salesforce CRM	• Outreach	• SalesLoft
• LinkedIn Sales Navigator	• HubSpot CRM	• Google Workspace
• AI Prompt Engineering	• Dashboards-Reporting	• Notion-Zapier

EXPERIENCE

re:WORK Training - Business Development Representative   **2025 - Present**

• Increased qualified-lead conversion 20% through mission-fit research to focus on high-intent prospects

• Drove 15+ monthly discovery conversations, using prospect insights to surface new partnership opportunities

• Executed structured follow-up sequences that advanced prospects toward sponsorship, volunteerism, or hiring commitments

• Sustained 10–12 net-new partnership conversations per month, supporting re:WORK's donor and employer pipeline growth

Accenture

Mondelez International, Business Analyst   **2024 - 2025**

• Accelerated decision-making 60% through real-time dashboard deployment, improving visibility across performance metrics

• Standardized reporting workflows and automated handoffs, cutting bottlenecks 80% and increasing team efficiency 20%

• Built integrated reporting ecosystem linking data visibility with workflow automation, enabling cross-functional execution

Amazon Project Neo, Technical Writer   **2023 – 2024**

• Defined prompt-authoring quality standards that improved AI model usability and boosted standard adoption across teams

• Raised prompt effectiveness 25% by standardizing annotation guidelines and refining AI documentation workflows

• Built governance structure that enhanced documentation clarity, enforced consistency, and reduced revision cycles

Walgreens Boots Alliance, Customer Preference Analyst   **2022 - 2023**

• Optimized personalization across digital and in-store channels by aligning consent and privacy data within OneTrust platform

• Increased customer retention 15% translating cross-team design insights into clear, preference-based communication workflows

• Bridged marketing, CRM, and data teams through standardized preference framework, enabling iteration on engagement tactics

Maserati, CRM Apprentice   **2022 - 2023**

• Employed strategic e-mail tactics to drive customer conversion, boosting personalized marketing effectiveness 20%

• Streamlined hub automation across Accenture Interactive tools, accelerating lead follow-up and increasing conversions 15%

• Integrated messaging insights with automated CRM triggers, improving lead progression across channels

Quincy Labs - Research Analyst   **2022 – Present**

• Developing blockchain-native AI ecosystems with a focus on Decentralized Finance and Web3 applications

• Exploring AI governance, on-chain automation, and blockchain scalability solutions through applied research

• Driving business strategy and ecosystem alignment across Ethereum and Solana networks, focusing on institutional partnerships

Saks OFF 5TH - Retail Operations Lead   **2016 – 2019**

• Drove 23% online sales growth and ranked store #3 nationwide through cross-department operational leadership

Nordstrom Trunk Club - Operations Specialist   **2015 – 2016**

• Increased repeat sales 44% by leveraging sales analytics to personalize follow-ups and support stylist outreach

Suntex Marinas -Marina Dock Assistant   **2014 – 2015**

• Managed daily dock operations and customer billing, ensuring smooth service for diverse patrons

Levi Strauss & Co. - Retail Sales & Styling Associate   **2013 – 2014**

• Converted personalized styling consultations into sales, sustaining #1 national store ranking through target overachievement

PROFESSIONAL SUMMARY

Sales and client engagement professional with a background in business development, technical communication, and high-velocity customer-facing work. Known for strong coachability, tenacity, and the ability to translate complex ideas into simple, actionable value for prospects. Brings a track record of building trust quickly, managing pipelines, and executing structured outreach with consistency. Driven by curiosity and readiness to learn, with hands-on experience from re:WORK's sales development training program and cross-functional work in tech and analytics.