
EDUCATION

Master of Science, Rady School of Management

05/2024

University of California, San Diego, CA

Master of Science in Business Analytics, Rady School of Management.

Bachelor of Science/Business Administration

Wagner College, New York, NY

Presidential Diversity and Inclusion Award, Women's Track and Field Scholarship.

EXPERIENCE

Technology Sales Engineer, New England Strategic Development, Boston, Massachusetts

01/2019 - 05/2024

- Leveraged market, data, and customer analytics to formulate and execute key strategies, contributing to a \$40 million value chain.
- Consulting Leadership: Provided strategic consulting leadership to drive growth and deliver impactful solutions, leveraging expertise in customer outcomes and technology trends to advise customers on industry best practices.
- Industry Knowledge Application: Applied deep industry knowledge to inform strategic planning and program management, guiding cross-functional teams in orchestration of delivery resources to achieve customer success.
- Spearheaded business planning initiatives, translating long-term vision into actionable steps resulted in first management, customer-facing consulting.
- Enhanced brand visibility and engagement through planning and coordination of marketing event
- Implemented business strategies with domestic and international clients, ensuring alignment with corporate objectives. Coached team members on technical and industry knowledge development aligned with organizational goals, advising customers on Microsoft technology trends and direction.
- Drove conversations with customers to align customer objectives with portfolio of work, promoting growth opportunities and magnifying customer investments.
- Prepared account team planning and promoted business and technical needs for change to challenge customer thinking and lead transformation towards modern digital approaches.
- Led delivery program reviews with internal stakeholders to ensure alignment on customer outcomes and priorities, guiding executive escalation management and communications for delivery programs.

Procurement Analyst, Circa Life Sciences, Hybrid, California

03/2021 - 08/2023

- Negotiated with suppliers to secure a 20% cost reduction per agreement, enhancing profitability.
- Anticipated, identified, and managed potential customer issues, escalating to teams for resolution and expanding customer relationships for cross-sell and upsell opportunities.
- Managed logistics to ensure a 90% on-time delivery rate, streamlining supply chain and improving customer satisfaction.
- Leveraged market trend analysis to inform strategic buying decisions, enhancing inventory turnover and market responsiveness.
- Achieved a \$200.7M project on schedule, meeting 100% of deadlines and project goals.

Engineering Team Manager, Apple Inc., New York, New York

03/2015 - 01/2019

- Customer Value Optimization: Led initiatives focused on customer retention and adoption, collaborating with internal stakeholders to develop training plans and deliver tailored solutions that maximize customer value and satisfaction.
- People Management and Growth: Provided mentorship and guidance to foster career development and growth within the team, emphasizing the importance of practice management and service delivery excellence in driving customer success.
- Fostered a culture of empowerment and accountability within team through modeling, coaching, and caring principles a team of 30+ staff, reducing hardware losses by approximately \$50,000 through improved engineering process compliance.
- Achieved an average Net Promoter Score of 88 by recruiting, training, and developing specialty technicians.
- Demonstrated extensive product management expertise, completing 200% of planned projects before deadlines.
- Enhanced overall operational performance through optimization of key performance indicators and metrics.

SPECIALIZED SKILLS

- Languages/Coding: Python, SQL (Advanced), R, MATLAB.
- Operating Systems: Microsoft Windows, Excel (Advanced), Access (Intermediate), Oracle.
- Tools: CRM, BIEE (Oracle Business Intelligence Enterprise Edition), SQL Developer, Google Analytics, Tableau.
- Certifications: SQL Programming.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Member: Black Graduate Experience, Sullivan Center for Entrepreneurship.
- Volunteer: Doyle Elementary School Site Council.

PROJECTS

- Creative Gaming: Impact of actions, offers, and ads using causal analysis techniques. Customized offer selection based on individual customer preferences and behavior.
- PFG Bank: Leveraged descriptive statistics, logistic regression, and other advanced modeling techniques to optimize marketing strategies. Addressed business problems related to optimal targeting of mobile ads and cross-sell/up-sell campaign design.
- Tuango: Utilized prediction plots and break-even response rate analysis to optimize targeting strategies.
- S-Mobile: Implemented a proactive churn management program using customer lifetime value (CLV) analysis and testing.

PROJECTS [HTTPS://RSM-SHT025.GITHUB.IO/SHEENA_WEBSITE](https://RSM-SHT025.GITHUB.IO/SHEENA_WEBSITE).