

# Steve Walker

AI Product Strategist (in training) | Business Development & Technology Integration Specialist

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## Professional Summary

Versatile business professional with 10+ years of experience across finance, technology, and automotive industries. Proven record of optimizing performance, leading sales operations, and delivering client-centered solutions that blend strategy with technology. Currently pivoting into AI Product Strategy and Automation, leveraging a strong foundation in business analytics, CRM systems, and process design.

## Experience

### Brand Ambassador — Porsche Arlington

Jun 2025 – Present | Arlington, VA

Represent the Porsche brand experience, aligning luxury service standards with client-focused relationship building. Leverage CRM systems and data insights to identify repeat and high-value clients. Collaborate with marketing and leadership to improve lead-to-delivery workflow efficiency.

### Sales Representative — Waldorf Honda

Jan 2020 – Jun 2025 | Waldorf, MD

Delivered top-tier performance in sales and customer satisfaction for a high-volume, family-owned dealership. Introduced digital marketing and CRM automation to increase qualified leads and improve customer response times. Coached junior reps and built repeat-business portfolio through strong communication and solution-based selling.

### Mortgage Banker — Quicken Loans

Mar 2015 – Oct 2019 | Detroit, MI

Closed over \$55M in loan volume while maintaining a 4.5/5 client satisfaction rating. Trained and mentored loan officers on compliance and pipeline management. Consulted clients on credit and financial strategies ranging from \$25K–\$4M.

### Business Analyst Intern — Quicken Loans

Jun 2014 – Aug 2014 | Detroit, MI

Supported transition from legacy systems to upgraded enterprise software suites. Developed SQL stored procedures, built SSRS reports, and documented software requirements under Agile and Waterfall frameworks.

## Education

### Lynn University — Boca Raton, FL

Bachelor of Business Administration (B.B.A.), Business Administration and Management | 2010 – 2014

## Certifications

- IBM Generative AI: Introduction and Applications (Issued Oct 2025)
- IBM Generative AI: Prompt Engineering Basics (Issued Oct 2025)
- IBM Introduction to Artificial Intelligence (AI) (Issued Oct 2025)
- IBM Generative AI Engineering Professional Certificate (Expected Jan 2025)

## Core Skills

AI & Tech Literacy: Generative AI, Prompt Engineering, Automation Strategy, SQL Fundamentals, Data Analysis  
Business Strategy: Product Development, Market Research, Process Optimization, Business Intelligence  
Sales & CRM Expertise: Customer Relationship Management, Consultative Selling, Lead Generation, Client Retention  
Communication & Leadership: Public Speaking, Coaching, Cross-Functional Collaboration, Stakeholder Management  
Tools: Microsoft Office Suite, Google Workspace, CRM Platforms, SSRS, WordPress, Social Media Marketing

## Projects

### **AI Product Assistant (In Progress)** — Portfolio Project

Developing a generative-AI powered assistant that converts plain-language business prompts into structured product briefs and strategies.