

# ARISTA RIANNON WITTY

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## PROFESSIONAL SUMMARY

International MBA candidate specializing in Strategic Management and Business Analytics, with a strong technical foundation and a proven ability to bridge data-driven decision-making with practical business execution. Brings 20 years of diverse experience, including founding and operating a successful business and consulting for a Fortune 50 company. Background includes data analysis, web development, marketing, and business development—offering a comprehensive, cross-functional perspective on business challenges. Holds a technical undergraduate degree and combines hands-on experience with advanced analytical and strategic frameworks. Competencies include:

- Deep data-analytics proficiency
- Seasoned project management skills
- Cross-cultural collaboration focus
- Cost-effective budget analysis
- Agile methodology abilities
- Broad technical expertise
- Data-driven business insights
- 5+ years leadership experience
- Significant change agent experience

## EDUCATION

DARLA MOORE SCHOOL OF BUSINESS, University of South Carolina  
**International Master of Business Administration (IMBA), GPA 4.0 / 4.0** Columbia, SC USA  
June 2025 – May 2027

**Focus:** Strategic Management

**Certificates:** Business Analytics and AI (*Upon graduation in 2027*)

**Academic Curriculum:** Quantitative Methods in Business, Global Marketing Management, Financial Accounting, Global Strategic Management, Managing AI and Data Science, Data Resource Management, Digital Marketing & Social Media Analytics

OREGON STATE UNIVERSITY  
**Bachelor of Science, *Summa cum laude*, Major: Liberal Studies. GPA 3.85 / 4.0** Corvallis, Oregon USA  
September 1997 – June 2004

BAKER COLLEGE  
**Associate of Applied Science, *Cum laude*, Major: Computer Science. GPA 3.52 / 4.0** Flint, Michigan, USA  
June 2006 – December 2010

## EXPERIENCE

PROWESS CONSULTING – *permanent assignment* Seattle, Washington USA  
**Web Product Analyst, Microsoft News** August 2022 – present

Prepare and present target market and direct audience analysis reports containing strategic insights that enable the department to meet and exceed KPIs. Support a team of more than 60 global colleagues in more than 20 countries.

- Developed the first interactive benchmark tool spanning three websites and 101,000 pages, for standardized KPI evaluation.
- Managed Google Analytics implementation across three major websites, enabling the first use of demographic data about our target market and doubling the impact of KPI reporting to stakeholders.
- Increased reporting efficiency by 60% by simplifying the metrics retrieval process with a custom-built PowerBI dashboard.

EDUCATIONAL THEATRE ASSOCIATION – *international nonprofit* Cincinnati, Ohio USA  
**Website Product Manager** January 2021 – August 2022

Developed and managed all aspects of the organization's web presence, including their online payment system integration, marketing platform (Salesforce) integration, and event registrations.

- Collaboratively designed and developed a new WordPress website for the organization, cutting their website expenses by 70%.

WEB RADISH – *web design agency* Arden, NC USA  
**Creative Director, digital strategy consulting** June 2008 – May 2025

Consulted on business and market strategy while working with clients across the globe to create web presences that increase sales and donations. Guided all aspects of each project, from design scope to content strategy to ongoing marketing and SEO.

- Developed the e-commerce platform for a top alternative ski manufacturer selling over \$175,000 per year on platform.
- Designed and built more than 65 websites for small businesses, nonprofits and organizations.
- Maintained positive working relationships with 95% of the organizations who hired me, even after the site build was complete.
- Earned 100% of new clients via word of mouth in the past 10 years.

## LANGUAGES

ENGLISH: Native

SPANISH: Advanced Beginner

**IT - ANALYTICAL** General Applications: Excel (macros, modeling, pivot tables), Word, PowerPoint, Outlook, Teams,  
Data Analysis: PowerBI, R, Tableau, Google Analytics, Adobe Analytics, PowerQuery, M language, SQL, DAX  
Web & Design: WordPress, online payment systems integration, SSL, CSS, HTML, PHP, JavaScript,  
Photoshop, WHM Server, video editing, SEO, Google Search Console, Google Tag Manager  
Artificial Intel (AI) Copilot, Copilot Agents, Microsoft Designer, ChatGPT, NotebookLM

**CERTIFICATION** CAPM, Master Google Analytics 4

**ACTIVITIES** Trail Sisters running club, Gardening

**VOLUNTEER** Appalachian Wildlife Refuge

**CITIZENSHIP** United States of America