ARISTA RIANNON WITTY

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PROFESSIONAL SUMMARY

MBA candidate with 20 years of experience applying data analytics, digital strategy, and stakeholder leadership to solve complex business challenges. Proven ability to structure problems, conduct rigorous analysis, and deliver actionable insights that drive measurable results. Founder of a successful digital consultancy and former Microsoft analyst with experience leading cross-functional global teams, conducting market and financial analyses, and guiding strategic decision-making. Competencies include:

- Strategic Problem Solving & Insights
- Project Management (CAPM)
- Market, Competitive & Financial Analysis
- Executive Presentations
- Agile methodology ability
- 15+ years leadership experience
- Cross-functional Team Leader
- Data Analysis & Business Intelligence
- Digital Transformation veteran
- 15+ yrs Change Leadership

EDUCATION

DARLA MOORE SCHOOL OF BUSINESS, University of South Carolina   Columbia, SC USA
International Master of Business Administration (IMBA), GPA 4.0 / 4.0   June 2025 – May 2027
Focus: Strategic Management
Certificates: AI and Sustainability *(Upon graduation in 2027)*
Academic Curriculum: Quantitative Methods in Business, Global Marketing Management, Financial Accounting, Global Strategic Management, Managing the Multinational Enterprise, Global Finance, Supply Chain Management.

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

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

EXPERIENCE

PROWESS CONSULTING – *permanent assignment at Microsoft*   Seattle, Washington USA
Web Product Analyst, Microsoft News   August 2022 – present
- Led cross-functional collaboration with engineering, design, and content teams in over 10 countries to align reporting frameworks with strategic short- and long-term goals.
- Designed and implemented interactive benchmarking tool covering 100K+ web pages, standardizing KPI measurement and enabling 60+ stakeholders across 20 countries to make faster, insight-driven decisions.
- Increased reporting efficiency by 60% through development of a PowerBI dashboard, improving decision speed and visibility for senior leaders.
- Directed Google Analytics deployment across three enterprise websites, introducing demographic segmentation and doubling stakeholder engagement with KPI reporting.

EDUCATIONAL THEATRE ASSOCIATION – *international nonprofit*   Cincinnati, Ohio USA
Website Product Manager   January 2021 – August 2022
- Conducted market and user experience analysis to redesign e-commerce and web ecosystem, reducing costs by 70% and improving navigation speed by 50%.
- Partnered with finance, marketing, and IT to integrate Salesforce, event registration, and online payment systems, improving customer experience and operational efficiency.
- Synthesized performance data into strategic recommendations presented to senior leadership, shaping digital brand strategy.

WEB RADISH – *web design agency*   Arden, NC USA
Creative Director, digital strategy consulting   June 2008 – May 2025
- Advised 100+ organizations on product positioning, pricing, and competitive strategy along with optimal user experience design to maximize sales, donations, and market share.
- Digital solutions including e-commerce platforms and marketing campaigns, one generating $175K+ annually in revenue.
- Directed cross-functional teams of designers and developers, ensuring projects were aligned with client strategic goals.
- Achieved 95% client retention rate by consistently delivering measurable outcomes and actionable insights.

UNIVERSITY OF ALASKA FOUNDATION – *higher education development*   Anchorage, AK USA
Senior Data Analyst and webmaster   August 2010 – January 2015
- Managed team of 3 analysts, improving reporting turnaround times by 30% through process redesign and data integrity improvements.
- Delivered financial and donor segmentation analysis, providing insights that guided fundraising strategy and stakeholder engagement.
- Designed and launched the Foundation's first digital annual report and email campaign, achieving 40% open rates and increasing donor interaction.

STONE SOUP – *business development nonprofit*   Republic, WA USA
Administrative Director   August 2005 – August 2010
- Trained 150+ entrepreneurs on marketing, branding, and financial strategy, strengthening local business capacity.
- Secured and managed $10K/month Google AdWords & Analytics grant to drive traffic and measure campaign ROI.
- Conducted consumer insights analysis for 80+ small businesses, helping align strategy to market needs.

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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, Google Cloud Intro to Gen AI, LLMs and Responsible AI	
ACTIVITIES	Trail Sisters running club, Gardening, pro bono nonprofit web development	
VOLUNTEER	Appalachian Wildlife Refuge	
CITIZENSHIP	United States of America	