

ARISTA RIANNON WITTY

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PROFESSIONAL SUMMARY

Strategy leader with 20+ years of experience leveraging data analytics and AI to drive corporate value. Expert in multi-statement financial modeling, KPI architecture, and strategic budgeting, with a proven track record of scaling an entrepreneurial venture and advising Fortune 50 clients on capital-intensive digital strategies. Currently pursuing an MBA to transition to finance leadership, with a focus on FP&A and financial strategy, leveraging AI certifications for competitive advantage. Over 10 years leading cross-functional and global teams, delivering measurable impact through data-informed decision-making and pragmatic execution. Competencies include:

- Deep data-analytics proficiency
- Project Management (CAPM)
- Agentic and generative AI fluency
- Executive Presentations & Training
- Self-starting entrepreneur
- Financial Planning & Analysis (FP&A)
- 15+ years leadership experience
- Business analytics expert
- 12+ yrs User Experience
- Significant change agent experience
- Insurance/finance sales experience

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: Finance

Certificates: AI (*Upon graduation in 2027*)

Academic Curriculum: Quantitative Methods in Business, Global Economics, Global Corporate Valuation, Investment Management, Financial Management, Financial Accounting, Global Strategic Management, Global Finance, Multinational Enterprise Management, Supply Chain Management, Managerial Accounting.

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* 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.
- Conduct variance analysis and strategic forecasting for target markets, delivering executive-level insights that drive capital allocation and KPI achievement.
- Architected a custom PowerBI dashboard to automate financial and operational reporting, reducing data latency by 60% and enabling real-time ROI tracking across global departments.

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 digital solution for the organization using WordPress and free or low-cost plugins and softwares, 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.

- Directed all financial operations, including annual budgeting, P&L management, and cash flow forecasting for a global consultancy.
- Performed valuation and ROI analysis for client e-commerce platforms, including one alternative ski manufacturer generating \$175k+ in annual revenue.

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- 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.

UNIVERSITY OF ALASKA FOUNDATION – *higher education development*

Anchorage, AK USA

Senior Data Analyst and webmaster

August 2010 – January 2015

Led a team of 3 analysts to optimize data integrity protocols, reducing reporting cycles by 30% and enhancing stakeholder confidence in financial disclosures.

- Design and Management of the Foundation’s website, using Roxen CMS.
- Provided quick response tech support to multiple university web managers in troubleshooting their website issues, including forms integration, connecting to our e-commerce platform and improving UI/UX throughout.
- Trained over 120 staff, both in-person and in large classes on various applications, including Raiser’s Edge, basic web design, Roxen CMS and Touchnet.
- Designed and developed the first online annual report in Wordpress, <http://fy14.supportua.org/> as well as the promotional e-mails to send to donors and supporters, which was opened by 40% of stakeholders.
- Created over 50 pages of documentation on all Advancement Services processes from reporting to web administration, instituting ‘best practices’ and guidelines related to data and web management.

STONE SOUP – *business development nonprofit*

Republic, WA USA

Administrative Director

August 2005 – August 2010

Supervision and training of 5 staff members and interns, oversight of multiple business development classes, overseeing digital strategy, and managing our local office and storefront during the Executive Director’s absences.

- Managed a \$120,000 annual marketing budget, utilizing Google Analytics to perform cost-benefit analysis and attribution modeling to maximize grant ROI.
- Developed and led training programs for more than 150 community members on topics like Marketing, Photoshop & SEO.
- Creation of web and print graphics for more than 1200 SKUs at for ShopTheFrontier.org.
- Built and coded HTML marketing emails with monthly promotions, growing our list from less than 100 to over 20,000.
- Wrote grant for and managed a \$10,000/month Google Adwords & Analytics campaign.
- Trained over 100 new members on updating webpages and writing copy that converts to sales.
- Led board meetings to a productive end, reporting on administrative and organizational goals, suggesting methods for change and improvement.

STATE FARM – insurance and financial services

Spokane, WA USA

Administrative Assistant to agent

2004 – 2005

- Received all inbound calls and was at the front desk for clients and potential customers.
- Handled payments, payment arrangements and late payment calls to clients.

LANGUAGES

ENGLISH: Native

SPANISH: Advanced Beginner

IT - ANALYTICAL

Financial Modeling: Excel (Macros, DCF, Multi-statement modeling), PowerQuery, M language

Data & Visualization: PowerBI, R, Tableau, SQL, DAX

Web & Product: 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) Agentic AI (Copilot/ChatGPT) for automated financial research and sentiment analysis

CERTIFICATION

CAPM, Master Google Analytics 4, Google Cloud Intro to Gen AI, LLMs and Responsible AI

ACTIVITIES

Trail Sisters running club, Gardening

VOLUNTEER

Appalachian Wildlife Refuge

CITIZENSHIP

United States of America