



# Diamond Ray Louden

business development / sales strategist

## about

I thrive at the intersection of technology and business strategy. I've worked in retail, healthcare, and technology, consistently helping companies refine how they connect with their audiences and streamline their sales, marketing, and operational strategies. With a tenacious passion for innovation and problem solving, I'm eager to contribute to forward thinking teams that tackle complex challenges, while fostering meaningful industry connections.

## EDUCATION

### Harold Washington College

Business Major

### ConsenSys Academy

Blockchain Developer Bootcamp

## SKILLS

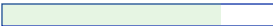
CRM & Pipeline Management



Cross-Functional Collaboration



Consultative Selling



Data-Driven Sales Strategy



Client Communication



## TOOLS & PLATFORMS

CRM



Microsoft Office Suite



Jira, Workfront



## work experience

### BUSINESS DEVELOPMENT REPRESENTATIVE

*re:WORK Training* | Jan 2025 – Present

- Generated a **3X increase** in qualified pipeline through targeted outreach
- Closed high-value deals with **consultative sales** and product demos
- Optimized CRM workflows, improving forecasting accuracy by **25%**

### ACCOUNT MANAGEMENT ANALYST

*Accenture* | Jan 2022 – Feb 2025

- Designed and refined AI-driven solutions for client accounts
- Led quality initiatives for prompt engineering, ensuring **100%** delivery standards
- Contributed to operational efficiency via **process automation**

### BUSINESS ANALYST

*Mondelez International* | Jan 2023 – Feb 2025

- Developed and **implemented** visual design solutions for websites and applications
- Led design projects and supervised junior designers
- Conducted user research and developed design personas and wireframes

### CRM APPRENTICE

*Maserati* | Jan 2022 – Aug 2022

- Improved lead conversion rates by **15%** through CRM segmentation
- Developed personalized retention strategies to boost engagement
- Enhanced **digital customer journey** mapping and insights

### RETAIL & OPERATIONS SPECIALIST

*Levi Strauss & Co., Nordstrom Trunk Club, Saks OFF 5TH* | 2013–2019

- Held key holder responsibilities, led cross-departmental retail operations [opening/closing procedures, inventory flow, team coordination]
- Elevated Saks OFF 5TH to **#3** nationally through target marketing, increasing online sales by **23%**
- Improved repeat business **44%** at Trunk Club using CRM insights to refine customer touchpoints/fulfillment tracking