

Diamond Ray Louden

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WHAT I DELIVER

Revenue GTM professional with a track record of building qualified pipelines, running high-volume technical discovery, and converting outbound into deals. Diamond finds the operational pain, maps it to product value, and hands it off.

SKILLS

AI Systems: LLM prompt engineering, framework evaluation, inference reliability, pipeline architecture

APIs & Integration: REST APIs, JSON payload handling, Webhook concepts, OAuth flows, CRM integrations

Business Operations: Process Mapping, Requirements Gathering, Reporting, QA, Documentation, Cross-Functional Coordination

Data & Observability: Tableau, data analysis, segmentation, model eval frameworks, dashboard automation

Languages: JavaScript, Python, Solidity, TypeScript, SQL

Security & Compliance: HIPAA-aware architecture, data privacy design, blockchain security primitives

Prospecting: Salesforce, HubSpot, LinkedIn Sales Navigator, Excel, Jira, Workfront, MS Office, Git, Docker

EXPERIENCE

Business Development Representative - Firstbase (acquired by AppDirect)

Feb 2026 - Present

SaaS platform powering distributed employee onboarding, device lifecycle, and offboarding automation

- Run discovery with IT and operations leaders across five territories focused entirely on new logo acquisition
- Surface account signals through intelligence tooling to prioritize outreach and build pipeline
- Resolve integration and security concerns (SSO, identity provisioning, device logistics) while mapping IT workflow gaps to lifecycle automation solutions

Business Development Representative - re:WORK Training

Jan 2025 - Nov 2025

Nonprofit tech-sales accelerator connecting underrepresented talent with employer partners, donors, and corporate training opportunities

- Expanded pipeline via ~15 monthly discovery calls, using Hubspot insights to surface new partnership opportunities
- Increased qualified-lead conversion 20% through mission-fit targeting and personalized LinkedIn Sales Navigator outreach
- Executed multi-channel outbound campaigns via email, calls, and social media, exceeding engagement targets by 9%

Accenture Clients: Maserati, Walgreens, Amazon, Mondelez Intl.

Jan 2022 – Feb 2025

Fortune 500 global consulting engagement. Client: \$36B consumer goods company operating across 150+ markets

Business Analyst - Mondelez International

Nov 2024 - Jan 2025

Enterprise CPG reporting engagement focused on dashboard automation, multi-source data consolidation, and leadership visibility

- Consolidated operational datasets into centralized reporting dashboards, improving visibility into global performance metrics
- Accelerated decision-making 60% through real-time dashboard deployment, improving visibility across performance metrics
- Standardized reporting workflows and automated handoffs, cutting bottlenecks 80% and increasing team efficiency 20%

Technical Writer - Amazon Project Neo

Mar 2023 – Jul 2024

LLM evaluation engagement focused on prompt quality, annotation standards, content review, and model-output consistency

- Authored 1000+ prompt/completion pairs across 9 NLP task categories contributing to a 500K-prompt dataset
- Designed evaluation infrastructure to normalize model outputs and enforce quality thresholds at scale
- Established QA and prompt standards bridging technical requirements and non-technical teams, driving adoption

Customer Preference Analyst - Walgreens Boots Alliance

Sept 2022 - Jan 2023

Consent-management workstream focused on customer communication preferences, compliance-aware workflows, and documentation

- Implemented governance checks within vendor onboarding workflows to ensure consent and compliance data integrity
- Maintained data integrity across customer engagement systems, protecting Walgreens' compliance and messaging at scale
- Improved customer retention 15% by translating cross-team design insights into preference-driven communication workflows

CRM Analyst - Maserati

Jan 2022 - Aug 2022

Luxury automotive CRM workstream focused on segmentation, campaign support, customer data, and lead-follow-up workflows

- Owned CRM performance analysis for Maserati, converting campaign and engagement data into retention strategies
- Unified account, creative, and data teams around campaign analytics to deliver clear client outputs
- Boosted personalized marketing effectiveness 20% by enhancing customer segmentation using vehicle and lease data