

# SHAKITA DENNIS-CHAIN

DATA ANALYST | CONSULTANT | PROJECT MANAGER

## Summary

Data-driven analyst, project manager, non-profit director, and consultant who utilizes Agile methodologies and BCG and McKinsey frameworks to deliver results within scope and budget while meeting scheduling constraints, exploring risk mitigation, and discovering areas of efficiency, waste reduction, cost reduction, and process optimization improvement.

## Employment

**Abiko Prosperity Initiative** Remote - United States  
CEO / President Apr. 2024 to Current

Spearheading the establishment of a non-profit organization aimed at addressing the multifaceted needs of unhoused individuals through a holistic approach.

- Driving initiatives to promote self-sufficiency, well-being, and community integration among unhoused individuals, laying the groundwork for sustainable impact and positive change.

**Dell Technologies** Remote - United States  
Consultant, Product Manager

Managed new product launch from concept to ready-to-ship while prioritizing feature requirements to beat time-to-market.

- **Facilitated Define, Plan, and Development Phase Execution:** Gathered, defined, and prioritized over 25 requirements into user stories for engineering while considering backlog, customer needs, use cases, risks, dependencies, and alignment with stakeholders
- **Devised Strategies:** Advised team of 10+ on product roadmaps, messaging, marketing, whitepapers, and security requirements
- **Researching New Monetization Strategies:** Collaborated with pricing, sales, customers, legal, and stakeholders, created user personas, considered the voice of the customer (VOC), and used positioning to explore a new subscription pricing model
- **Appointed Security Champion:** Delivered software bill of materials 2 weeks ahead of schedule compliant with White House Executive Order
- **Contributed to Two Podcasts:** Shared cybersecurity news, products, and best practices with customers and internal stakeholders
- **Recruited and Interviewed over 20 Interns and Full-Time Employees:** Screened and hired candidates recognized at VP level utilizing Dell's five value pillars (integrity, collaboration, innovation, results, and customer-focused)

**Schoolab Internship** Remote - United States  
Strategy Consultant July 2020 to Aug. 2020

Designed business strategy to increase revenues by 20% and increase profitability by 20% for Schoolab, Deplastify the Planet, and Le Bridge programs.

- Reduced capital expenses and overhead by 50% by recommending divestment in financial analysis by using BCG Growth-Share Matrix and BCG Transformation Framework
- Increased revenue by 20% through new growth opportunities
- Identified two new market segments through an industry analysis, SWOT, and competitive analysis using Porter's Framework
- Developed a refined value proposition and strategy statement to guide business practices

**Shakita Dennis-Chain** Remote - United States  
Strategy Consultant Jan. 2000 to Dec. 2018

Coached 15 or more clients including small businesses and startups on growth strategy and fundraising.

- Influenced 20 or more C-Level Motorola executives by evaluating fundraising pitch presentations
- Facilitated 3 or more client meetings with 5 or more C-Level executives and key decision-makers
- Helped \$10K to multi-million-dollar businesses achieve operational excellence through industry analysis, competitive analysis, and financial analysis to identify profitable verticals
- Analyzed data sets weekly using SQL queries and database schemes for data extraction

**Innovations for Learning (Software for Success)** Evanston, IL  
Director/Program Manager Aug. 1999 to Aug. 2000

Directed eLearning Initiative for Reading Readiness

Deployed reading readiness software in three Chicago Public Schools, elevating remote tutoring for 90 students.

**Led Cross-Functional Team:** Managed over 10 staff to set up IT infrastructure, install software, and ensure classroom readiness.

**Supervised and Coached Three Teachers:** Informed teachers of foundational pedagogy underlying the software to optimize the program's effectiveness.

**Trained 100+ Volunteers:** Organized and led training sessions for corporate sponsors, mentors, and teachers, ensuring effective program execution.

**Coordinated On-Site Events:** Orchestrated two successful on-site events, fostering mentor-mentee interactions and facilitating engagement activities, leading to enhanced program impact.

**Procured Supplies:** Purchased laptops, phones and other supplies for seamless distance learning.

**Motorola Semiconductor (ON Semiconductor/Freescale Semiconductor)** Phoenix, AZ; Austin, TX; Chicago, IL  
Technical Sales Engineer Jan. 1998 to July 1999

Demonstrated novel semiconductor cellular solutions to \$5MM to \$10MM accounts.

- Exceeded team sales quotas by 5 to 10 percent by identifying opportunities, proposing solutions to engineers and clients, improving customer experience, and by analyzing sales forecasts and budgets.
- Presented monthly industry analysis and insights to senior management and executives

## Projects

**Springboard Capstone Projects** May 2020 to Nov. 2020

Predicted Win/Loss percentage of NBA teams with 87.3% of variance explained by the model through a 14-variable regression model.

- Utilized descriptive and inferential statistics to predict Win/Loss % and Championship teams
- Analyzed and visualized data using Tableau and Excel Models
- Created a presentation for Executive, Technical, and Non-Technical audiences

**MBA Information Systems and Technology Management Consulting Project** Jan. 2020 to Apr. 2020

Increased revenue by over 30% while collaborating with and directing a team of five to execute digital transformation, operational streamlining, and an information systems strategy for a small recycling business.

- Generated \$600,000 to \$2 million in revenue opportunities for future capital investments
- Improved customer experience, efficiency, productivity, and process flows by 10% to meet client requirements and build long-term customer relationships
- Maximized fuel efficiency by 18% and improved theft reduction by 20% by integrating IoT for asset tracking, KPIs, and route optimization
- Reduced tacit knowledge by 15% annually by incorporating automation, knowledge sharing, focus groups and online learning and development into organizational practices
- Accelerated productivity by 10% annually by integrating automation which lowered labor costs, reduced errors, and improved efficiency
- Reduced theft by 10% by recommending sample models using artificial intelligence and predictive analytics for fraud detection and sales forecasting
- Mitigated 50% of risks by employing change management concepts such as empirical rational and normative re-educative approaches
- Implemented 50% of ideas after presented results to COO and executives

**MBA Marketing Consulting Project** Sept. 2020 to Dec. 2020

Devised a 100-page marketing plan for a disruptive supply chain consulting firm desiring to double revenues.

- Generated over \$300K in revenue-generating opportunities for additional capital expenditures
- Created plan to double revenues through a financial analysis and forecasted sales
- Advised firm of methods to improve customer experience by 20% through personalization, localization, cloud kitchens, microfactories, DARQ (Distributed Ledger Technology (Blockchain), Artificial Intelligence (AI), Extended Reality, and Quantum Computing), automation, RFID, and Internet of Things (IoT)
- Planned for an improved strategy statement, value proposition, name change, and logo redesign to increase brand equity and efficiency by 20%
- Performed a SWOT, competitive analysis and industry analysis for supply chain consulting industry
- Designed a marketing mix of online (SEO/SEM Optimization, Google Ads, social media, and banners), print ads, radio, and sponsorships to enhance brand awareness, brand equity, and improve prices
- Presented marketing plan synopsis to CEO, VP, and consulting team

## Contact

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## Education

**Pepperdine Graziadio Business School** May 2018 to Apr. 2021  
Golden Key Honor Society

**Georgia Institute of Technology** Sept. 1993 to Dec. 1997  
Eta Kappa Nu Honor Society

## Skills

### TECHNICAL/ANALYST SKILLS

SQL  
Python  
HTML  
Tableau  
Power BI  
Inferential Statistics  
Descriptive Statistics  
Excel Models  
Regression  
Predictive Analytics  
Issue Trees

### PROJECT MANAGEMENT SKILLS

Jira  
Smartsheet  
Agile Methodologies (SCRUM & Kanban)  
Microsoft Teams  
UX/UI Product Design  
Slack  
GSuite  
Linear Optimization  
Critical Path Method (CPM)  
Program Evaluation & Review Technique (PERT)  
Design Thinking  
Decision Analysis  
Software Development Life Cycle (SLDC)

### CYBERSECURITY SKILLS

NIST Framework  
Risk Management Cybersecurity Framework  
CySA+ Fundamentals