Diamond Ray Louden

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Professional Summary

I thrive at the intersection of technology and business strategy. I am a dynamic business analyst and technical writer with a strong foundation in customer engagement, data-driven decision making, and process optimization. I have 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.

Professional Experience

Business Development Representative (BDR) - re:WORK Training

(Jan. 2025 - Present) - Chicago, IL (remote) Key Skills: Sales Strategy, Pipeline Management, CRM, Corporate Partnerships

- **Drove a 3X increase in qualified sales pipeline** by executing targeted outbound prospecting and inbound lead qualification strategies for Tech Sales Training, Donors, and Corporate Partnerships.
- **Closed high-value partnerships** through consultative sales calls, product demos, and data-driven negotiations, aligning re:WORK's offerings with client needs.
- **Streamlined CRM workflows**, improving lead tracking efficiency by 25% and enhancing data-driven sales forecasting.

Account Management Analyst - Accenture

(Jan. 2022 – Present) — Chicago, IL (remote) Key Skills: AI-Powered Business Solutions, Client Consulting, Process Optimization, Digital Strategy

- **Designed and refined LLM prompts,** improving **accuracy by 30% across multiple AI applications** through continuous optimization.
- **Managed AI workflow automation,** enhancing **model output reliability and operational efficiency.**
- **Led quality assurance initiatives,** ensuring **100% adherence** to AI performance standards through structured testing and calibration.

Technical Writer - Amazon Project Neo (via Accenture)

(Mar 2023 – Jul. 2024) — Chicago, IL (remote) Key Skills: CPG Data Analysis, Business Insights, Technical Documentation, Reporting

- **Engineered AI-driven documentation** for Amazon's LLM initiatives, improving **model interpretability and fine-tuning efficiency.**
- **Led peer-reviewed content strategies,** ensuring **consistent knowledge transfer across cross-functional teams.**
- **Optimized AI prompt engineering documentation,** increasing **prompt effectiveness by 25%** through structured refinements.

Business Analyst - Mondelez International (via Accenture)

(Jan. 2023 - Present) — Chicago, IL (remote) Key Skills: Data Analysis, Stakeholder Engagement, Reporting

- **Analyzed multi-million-dollar CPG datasets,** providing **data-backed recommendations** to **optimize supply chain efficiency** and marketing strategies.

- **Developed automated dashboards and performance reports** to track **real-time sales, inventory, and customer engagement trends**, reducing reporting time by **40%.**

- **Spearheaded process optimization initiatives,** streamlining collaboration between **marketing, sales, and operations teams**, increasing workflow efficiency by **20%.**

Customer Preference Analyst - Walgreens Boots Alliance (via Accenture)

(Sept. 2022 - Jan. 2023) - Chicago, IL (remote) Key Skills: Digital Personalization, Customer Engagement, Process Improvement

- **Leveraged customer data analytics** to refine **personalization strategies**, optimizing digital and in-store engagement metrics.

- **Integrated AI-driven customer journey modeling,** enhancing preference tracking across **CRM & marketing platforms.**

- **Executed targeted content strategies,** increasing **customer retention rates** by **15%** through **data-driven recommendations.**

CRM Apprentice - Maserati (via Accenture)

(Jan. 2022 - Aug. 2022) - Chicago, IL (remote) Key Skills: CRM Optimization, Customer Engagement, Digital Strategy

- **Optimized customer segmentation models,** improving **personalized marketing effectiveness by 20%.**

- **Enhanced CRM workflows,** leading to a **15% increase in lead conversion rates** through automation.

- **Developed data-driven retention strategies,** increasing customer lifetime **value and engagement metrics.**

Previous Experience

Retail Operations Lead - Saks OFF 5TH

(Mar. 2016 - Jan. 2019) - Chicago, IL Key Skills: Retail Operations, Inventory Management, Customer Service, Sales Performance

- **Supervised and managed** alternating merchandise departments, in addition to weekly inbound product transfers and outbound shipments.

- **Boosted store ranking** to #3 in the country through proactive marketing efforts.

- **Increased online sales** by 23% through optimized fulfillment processes.

Operations Specialist - Nordstrom Trunk Club

(Feb. 2015 – Mar. 2016) - Chicago, IL Key Skills: Retail Operations, Inventory Management, Customer Service, Sales Performance

- **Improved repeat sales by 44%** through strategic data-driven insights.

- **Utilized CRM technology** to track KPI metrics via iPads.

- **Processed inbound products** for refurbishment and tracked fulfillment metrics.

Marina Dock Assistant - Suntex Marinas

(Jun. 2014 - Feb. 2015) - Chicago, IL Key Skills: Maritime Operations, Facility Maintenance, Customer Service

- Assisted boaters with mooring and departures.

- Conducted meter readings and audits on dock boxes.

- Maintained cleanliness and security of harbor areas.

Retail Sales & Styling Associate - Levi Strauss & Co.

(Sept. 2013 – May 2014) — Chicago, IL Key Skills: Sales Strategy, Visual Merchandising, Customer Engagement

- Contributed to maintaining the store's #1 national ranking in sales.

- Employed sales strategies to influence customer shopping habits.

- Tracked daily sales goal metrics and managed high-traffic events.

Entrepreneurial Experience

Research Analyst - Quincy Labs (Web3 & Blockchain)

(May 2022 - Present) - Chicago, IL (remote)
Key Skills: DeFi Strategy, Blockchain Security, Token Economics

- **Developing blockchain-native AI ecosystems** with a focus on **Decentralized Finance (DeFi)** and web3 applications.

- **Leading research initiatives** in **smart contracts**, **zero-knowledge proofs (ZKPs)**, and **secure AI inference** for decentralized infrastructures.

- **Innovating in AI governance systems**, on-chain automation, and improving blockchain scalability solutions.

Cross-Chain Development Contributor - Canoe (MetaDEX)

(Sept. 2022 – Oct. 2022) - Chicago, IL (remote)
Key Skills: Cross-Chain Development, Web3 Adoption, Developer Education

- Served as a **North American liaison** responsible for **demos, presentations, and developer educational content**.
- Participated in **JumpCrypto's Wormhole xHack Hackathon**, where developers from various chains collaborated to build **nascent applications**.

Blockchain Security & Hardware Researcher - GridPlus

(Aug. 2022 – Nov. 2022) - Chicago, IL (remote)
Key Skills: Off-Chain Transactions, Hardware Security, Cryptographic Research

- Contributed to **Phonon Protocol research** and **off-chain transaction security improvements**.
- Assisted in **hardware integration** and **cryptographic security analysis**.

Core Competencies

- **AI & Prompt Engineering**: Large Language Models (LLMs), AI-driven content, peer review optimization
- **Business Analysis & Strategy**: Process design, product development, operations, client management
- **Blockchain & Web3**: Smart contracts, token economies, security auditing, NFTs
- **Market Research & Digital Strategy**: Consumer insights, business model innovation, trend forecasting
- **Stakeholder Engagement**: Cross-functional team collaboration, client consultation, reporting
- **Technical Writing**: SOPs, UX documentation, best practices, stakeholder communication

Education & Certifications

- **Advanced Development**: Encode Club (Solidity, ZK, Solana Developer), Buildspace (web3 Smart Contract, Solana/Rust, NFT Collection, DAO)
- **Alchemy University**: Ethereum Developer
- **Blockchain & Web3**: C4 (Certified Bitcoin & Ethereum Professional), NEAR Protocol University Developer, Developer DAO Member (#6749)
- **ConsenSys Academy**: Blockchain Developer Bootcamp
- **Google Cloud Skills Boost**: Introduction to Generative AI
- **Harold Washington College**: Music Business
- **Recording, Radio, & Film Connection**: Audio Engineering(Certified)
- **Secureum Bootcamp(MOOC)**: Blockchain Auditing
- **Udemy / Free Code Camp**: JavaScript & Python
- **University of California Berkeley(Center for Responsible Decentralized Intelligence**: DeFi MOOC)
- **University of Nicosia**: Intro to Digital Currencies
- **Wilbur Wright College**: Dental Assisting
- **Women Build web3(MOOC)**: web3 Development

Technical Skills

- **AI and Automation**: AI-driven content generation, automation frameworks, chatbots, **prompt engineering**
- **Blockchain**: Smart contracts, Phonon Protocol, DeFi applications, Blockchain Analysis
- **Business Tools**: Workfront, Jira, MS Office Suite
- **Frameworks**: React, Next.js, Tailwind, Redux, Node.js, Express, GraphQL, PostgreSQL, Django, Truffle, Hardhat, Foundry, Thirdweb, Git, Docker
- **Languages**: JavaScript, Python, Solidity, CSS, TypeScript
- **Market Analysis**: Consumer behavior insights, data visualization, CRM platforms, Business Strategy, Business Operations

Publications

- Innovation Culture in Web3
- Away Feelings
- How Do We Forget Web3?
- Quantum Musings